

ECONOMIC CONTRIBUTION OF VISITORS TO SELECTED NORTH CAROLINA STATE PARKS



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Prepared for:



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Foreword



North Carolina Department of Environment and Natural Resources Division of Parks and Recreation

Michael F. Easley, Governor

William G. Ross Jr., Secretary

Lewis R. Ledford, Director

May 22, 2008

Dear Reader:

The North Carolina State Parks System exists for the enjoyment, education, health and inspiration of all our citizens and visitors. The system's mission is to conserve and protect representative examples of the natural beauty, ecological features and recreational resources of statewide significance; to provide outdoor recreational opportunities in a safe and healthy environment; and to provide environmental education opportunities that promote stewardship of the state's natural heritage.

The above information is a succinct summary of why we do what we do in running the state parks system. But each park is also part of a community and is expected to be an active partner and positive contributor to the quality of life for local residents and businesses. We provide open space, recreational opportunities and ways to escape the rigors and frustrations of daily life. We provide vacation destinations for the people of and visitors to this great state and play a significant role in North Carolina's tourism economy by attracting 13.4 million visitors each year.

Over time, we have gathered and heard anecdotal summaries and estimates of our contributions to the local communities and neighboring land values. We felt it was important to gather and utilize more specific and accurate data about the system's economic contributions. For that reason, we contracted with North Carolina State University and the Recreational Resources Services to poll our visitors, collect expenditure information and analyze and organize the findings in a useful, easy to understand format.

The findings in this study, while purposefully viewed from a conservative standpoint, clearly show that state parks made a considerable economic contribution to North Carolina's economy. Every park surveyed contributed a number of jobs and had considerable impact on the personal income of local residents.

I hope you will take the time to carefully read this analysis. It provides very useful information that will be useful to decision-makers and leaders in the public and private sectors. We always knew our parks provided valuable natural resource protection and recreational opportunities. Now we know a great deal more about our economic contributions. It is our plan to continue with periodic assessments of the economic contributions of the state park system to the economy of North Carolina.

Sincerely,

Lewis R. Ledford

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Executive Summary

North Carolina's state parks system provides important benefits to visitors to the state as well as local residents in the form of conservation, outdoor recreation activities and educational opportunities. In addition to those benefits, state parks and their facilities, services and amenities contribute economically to local communities and the state through the expenditures of tourists. For this study, tourist is defined as a non-local visitor whose primary purpose for a trip was to visit a state park.

The purpose of this study was to document the economic impact of tourists (primary-purpose, non-local visitors) to North Carolina state parks. The study's method is based on surveys and detailed interviews of park visitors from July 2005 through June 2006 (fiscal year 2005-06). Researchers interviewed 2,164 visitors in 15 state parks and asked them to report their own expenditures as well as the expenditures made by other members of their party. As a result, expenditures from a total of 7,430 park visitors were documented. Of the 2,164 visitors interviewed, 852 were identified as tourists, or primary-purpose, non-local visitors. These visitor expenditures – labeled direct expenditures – were analyzed using generally accepted economic impact methodology. Data were collected from Weymouth Woods Natural Historic Preserve but were omitted from the final analysis due to the small sample size (16) of visitor groups.

Visitor expenditures were grouped into six categories: groceries, dining out, recreational equipment and supplies, retail shopping, lodging and auto expenses. Expenditures were also grouped by three visitor types: (1) primary-purpose, non-local visitors (tourist); (2) casual-use, non-local visitors; and (3) local visitors. Only the economic impact of expenditures from primary-purpose, non-local visitors is reported here. Because of that narrow focus of the study, its estimates of the total economic impact of state parks are quite conservative. Measuring the additional economic impact of casual-use, non-local visitors and local visitors to state parks could be incorporated into future studies.

Using IMPLAN modeling software – an industry standard for economic impact analysis – this study measures not only the economic impact of tourist trips on sales, household income and jobs, but also measures the impact that park operating budgets have on these same aspects of local economies. The operating budgets for the state parks system signify an investment by the state. One measure of the return on this investment is the economic impact created when tourists choose to visit the parks for their recreation. A second measure of that return is in the leverage ratio – or, the number of dollars generated for local residents for every dollar invested by the state in the annual operating budgets. Fees for such activities as camping are not reflected in this study since those are returned to the North Carolina General Fund. Also, the impact of park capital improvement expenditures on local economies was not analyzed.

Analysis of data collected in the study reveals that the state parks make a considerable economic contribution to North Carolina's economy. Each park contributes a number of jobs and has considerable impact on the personal income of local residents. The principal results

of the study are highlighted below. A detailed summary of data analysis from each park where surveys were conducted is contained in this report.

- Each tourist (primary-purpose, non-local visitor) spent an average of \$23.56 per day. The average group size was 3.14, and the average length of visit in the area was 1.73 days. Thus, average group spending per park visit was \$127.98.
- The overall estimated annual economic impact of tourist expenditures for all 14 study parks, based on 2004 attendance, was:
 - \$124 million in sales;
 - \$46 million impact on residents' income;
 - 2,119.9 full-time equivalent jobs.
- The overall estimated annual impact of the annual operating budgets of the 14 parks was:
 - \$15 million in sales;
 - \$10 million impact on residents' income;
 - 256.9 full-time equivalent jobs.
- The park leverage ratios ranged from 1:1.8 to 1:25.1. (Or, for each dollar invested by the state, between \$1.80 and \$25.10 were generated for local economies.)
- To estimate the potential annual economic impact of all tourist visiting the North Carolina State Parks System, the data from the 14 study units was applied to the entire System. It was assumed that the travel and spending patterns of the tourist to the remaining sites were comparable to the tourist visiting the study units.
 - \$289 million in sales;
 - \$120 million on residents' income;
 - 4,924 full-time equivalent jobs.

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INTRODUCTION

The North Carolina State Parks System provides an important resource to both visitors and residents of the state in the form of a myriad of recreational and environmental educational opportunities year-round. In addition to these benefits, state park units contribute to the economies of local communities and to the state. Visitors to North Carolina spend money on items like groceries, gasoline, and recreational equipment. Such expenditures are known as *direct expenditures*. This spending percolates through a community in the form of *indirect* and *induced* expenditures. Indirect expenditures reflect the “ripple effect” of the direct expenditures, or the money spent to support those purchases. *Induced* expenditures are those made by the employees of those businesses that spend their wages at other businesses.

This report presents the results of a yearlong investigation into the economic impacts of visitors to 15 North Carolina state parks. The state park system is composed of 34 parks, 4 recreation areas, and 17 natural areas. Due to the size of the system, a sample of 15 parks was selected (Table 1) to represent the state’s geographic diversity as well as the variety of activities and visitor experiences the state parks system offers (Figure 1). Weymouth Woods was subsequently excluded from the study due to a small sampling size.

Table 1. State Park Units Studied

Park Name	Type of Unit	County(s) where park is located	District
Gorges	Park	Transylvania	West
Mount Mitchell	Park	Yancey	West
Stone Mountain	Park	Wilkes	West
Eno River	Park	Durham, Orange	North
Hanging Rock	Park	Stokes	North
Kerr Lake	Recreation Area	Granville, Vance, Warren	North
Pilot Mountain	Park	Surry	North
Fort Fisher	Recreation Area	New Hanover	South
Jordan Lake	Recreation Area	Wake, Chatham, Durham, Orange	South
Morrow Mountain	Park	Stanley	South
Weymouth Woods	Natural Area	Moore	South
Fort Macon	Park	Carteret	East
Hammocks Beach	Park	Onslow	East
Jockeys Ridge	Park	Dare	East
Merchants Millpond	Park	Gates	East

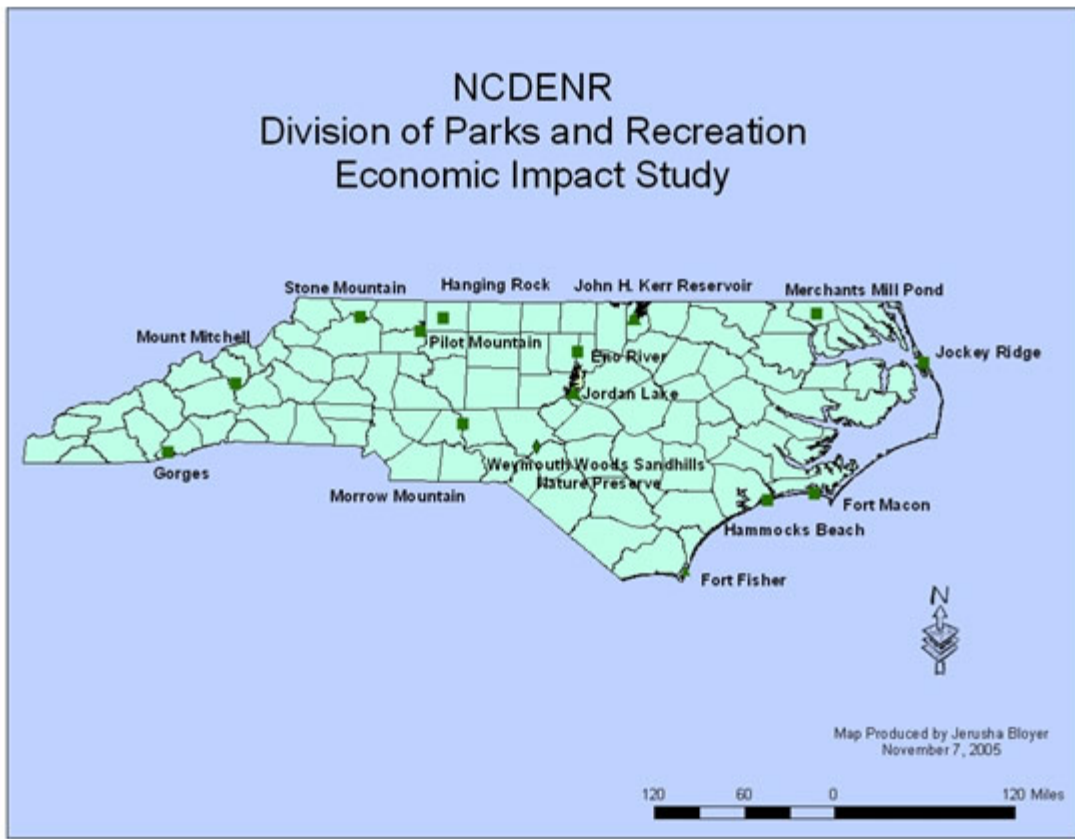


Figure 1. Economic Impact Analysis Study Parks

This report is organized as follows:

- Economic impact analysis: A brief review of economic impact analyses is given followed by the specific goals of this study.
- Research design & data analysis: A discussion of the research design employed, including the specifics of data analysis, is presented using Hanging Rock State Park as an example.
- Results: A discussion of overall results is presented followed by individual park summaries of the direct expenditures of the primary purpose, non-local visitors and the economic impact of those expenditures to the local communities.

ECONOMIC IMPACT ANALYSES

Review

Natural resource-based attractions, particularly public parks, recreation areas, and natural areas, are often mentioned as important contributors to local economies. Without adequate documentation of this contribution, local officials and others might not appreciate the positive economic impact of these public parks on North Carolina and its local communities. Public park and recreation facilities often constitute a majority of the tourist attractions in a

particular area and therefore much of the economic impact of travel in particular areas can be associated with them (Crompton, 1999).

A myriad of analyses have been designed to estimate the value of a resource. According to Crompton (1999), one of the most common forms of analysis used by providers of public park and recreation facilities are fiscal analyses or financial reports. While these reports provide elected officials and decision-makers with an accounting of the revenues generated and costs incurred by the facilities and programs, they do not provide an accurate picture of the benefits provided to those who utilize the resource and those whose taxes provide the resources. These reports also lack the information law makers and others need to understand the overall economic contribution such facilities make to a community by attracting visitors from outside the region who spend their money and stimulate or maintain the local economy.

Natural resource-based attractions also provide important environmental and outdoor recreation benefits for both visitors and residents. Such benefits are termed non-market benefits, or benefits that cannot be bought or sold. One way to place a monetary value on these resources is to ask an individual how much they would be willing to pay for them. This is known as a contingent valuation and can help decision-makers understand how resources are valued. They can use this information to create policies that will create the highest net benefit to society (Stynes, 1997). Contingent valuation methods, however, do not take into account the actual impacts of visitor expenditures on economies of local communities. (Jackson & Propst, 1991). In other words, they do not show up on a financial report.

An economic impact analysis that documents and analyzes the expenditures made by visitors to a natural resource-based attraction is important in presenting decision-makers with an explicit demonstration of the direct, indirect, and induced impacts of that attraction on the community. Direct, indirect, and induced economic impacts describe how money spent by a tourist circulates through an economy (Figure 2).

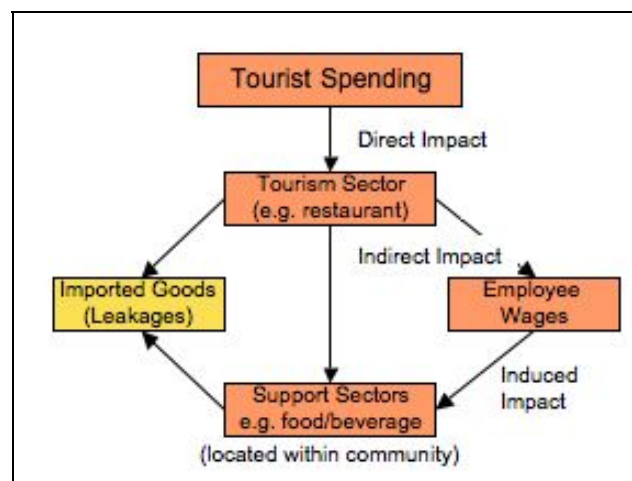


Figure 2. Economic Impact of Tourist Spending

When a visitor spends money on, for example, a hot dog from a hot dog stand (direct impact), that money goes to pay for hot dogs, buns, condiments, supplies, and employee's wages. These are the indirect impacts of the tourist's original hot dog purchase. In turn, the

employee will spend their wages on groceries, gasoline, and other services. These are the induced impacts of the original hot dog purchase. If the supplies needed to run the business are located outside of the community, the hot dog stand operator must import them. The money that leaves the community then “leaks” out of the local economy.

Purpose of Study

The purpose of this study is to accurately estimate the economic impact of primary purpose, non-local visitors to the selected parks and recreation areas. Visitors to state parks contribute to these local economies when they spend money on food, lodging, services, recreational equipment, etc. The level of economic impact depends on a number of factors. If a community contains a number of different services (e.g. restaurants, lodging, and service stations) available for both residents and visitors, then the economic impact will be greater than if a community has few services available. The economic impact will be even greater when those businesses purchase supplies within that community (e.g., when a restaurant buys supplies from local growers). If a community has to import supplies from outside the area, the impact of visitor dollars will be lessened. Using the impact modeling software, IMPLAN, this study provides an understanding of how visitor spending filters through North Carolina communities. IMPLAN uses North Carolina specific data to adjust the economic impact of expenditures to reflect the economic factors in each individual study area.

DATA COLLECTION & ANALYSIS

Survey Procedures

Instrument Design

The survey instrument was adapted from an economic impact study conducted in the Texas State Park System by Walker, Lee and Crompton in 2005. The adapted survey included additional questions related to visitor activities in the park, reasons for visiting the park, and adjustments to the spending portion of the questionnaire in order to make it relevant to North Carolina state park visitors. A sample survey is included as Appendix A.

Survey respondents were asked to provide:

- Zip code
- Number of previous visits to the park in the past year
- Length of stay of their current visit in the area
- Number of people in the group for whom they were financially responsible
- If visiting the park was their primary purpose for their trip to the area
- If the park was not their primary purpose, did they extend their stay because of the park
- If visiting the park was not their primary reason for visiting the area, what was?

In addition, to account for expenditures in the region around the park, respondents were asked to report their spending in nine different categories: admission fees, camping fees, groceries, dining out, recreational equipment and supplies, retail shopping, transportation costs, lodging, and any other expenses. In order to prevent respondent over-estimation of

their expenditures in the area of the park being visited, visitors were asked to discriminate between the amount spent “in the area” (near the park), and “outside the area” (pre-trip, in route to the park).

Data Collection

From July 2005 to June 2006, a total of 2,148 individuals were interviewed on-site at the fourteen participating North Carolina state parks. Appendix E outlines the economic impact of visitors for each park. Research assistants visited parks between three and five times (including weekdays and weekends). They collected surveys for two days on each visit, with collection times broken into two five-hour periods for a total of ten hours-per-visit, and attempted to interview each visitor encountered during these periods. Research assistants encountered survey respondents by situating themselves in well-traveled areas of the park as designated by the respective park staff. To improve the accuracy of the data collected, outlying values have been removed because they do not correspond with “normal” expenditures for a typical park visit. For example, those individuals who purchased boats while visiting the Jockey’s Ridge State Park area were excluded from the study because this type of purchase does not represent typical spending behavior when visiting a state park. By collecting data in the parks on both weekends and weekdays, and splitting data collection up between morning and afternoon periods, an attempt has been made to collect the most representative sample possible. The results imply a substantial economic contribution attributable to the presence of state parks in the study counties.

Primary Purpose Visitors

According to Crompton (1999), Tomas and Crompton (2004), and Walker, Lee and Crompton (2005), those individuals who can be included in an analysis as contributors to economic *growth* in a community are limited to primary purpose, non-local visitors (i.e. those visitors in an area specifically to visit a state park unit). Local residents do not contribute new money to the local economy; therefore, they do not provide any new economic impact. Individuals who are in a region for purposes other than visiting the park but who visit the park while in the region (e.g. casual visitors) are also excluded because the money they spent was not specifically related to their visit to the park.

Data Analysis: Descriptive Statistics & Economic Impact

Descriptive Statistics

In order to separate responses from local visitors and non-local visitors, it was necessary to determine which zip codes reported by respondents fell within the boundaries of the county or counties in which the park is located. Using a geographic information system software program, ArcGIS 9.1, a map of zip code regions was overlaid with maps of North Carolina counties. Those surveys completed by individuals within the county or not crossing county lines were coded as “local residents” and retained in order to estimate the economic activity generated by that population. A procedure log for this analysis is provided as Appendix B.

Once the surveys were divided into local and non-local visitors, descriptive statistics were calculated using Microsoft Excel. After removing surveys from the analysis containing outlying values (such as those individuals who made large purchases during their visits), frequencies were calculated for characteristics of the visit, including number of prior visits to the park, number of nights spent in the area, number of days spent in the area, group size and primary versus local and casual use visit.

Data Analysis

Calculating Economic Impact. Microsoft Excel was used to derive the average size of respondents' groups, average length of stay in the area, and per person per day expenditures in the given expenditure categories. This step was necessary to prepare the data for analysis using a second program, IMPLAN. IMPLAN stands for IMpact Analysis for PLANning. It was developed by the U.S. Forest Service to model the economic impact of recreational spending. IMPLAN is capable of calculating the direct, indirect, and induced effects of an economic impact. **Direct effects** are those that occur directly to an industry from which an item was purchased, such as the revenues generated by a hot dog vendor when he makes a sale. **Indirect effects** occur as the result of the initial industry purchasing supplies from support industries, such as the vendor buying hot-dogs from a butcher. **Induced effects** reflect the changes on all the industries associated with the expenditures of new household income generated by the direct and indirect effects of the initial sale (such as when the butcher buys a boat or groceries). For the purposes of this study, we have programmed IMPLAN to calculate all three effects (see Figure 2, pg. 3). In short, IMPLAN allows an understanding of how money moves through an economy by initial and subsequent expenditures.

Economic impacts can be shown through four measures: direct expenditures, impact on sales, personal income, and employment. IMPLAN provides these figures as a result of the analysis of visitor spending.

Direct expenditures: Direct expenditures are the actual dollars spent by visitors in a community. After eliminating local and casual use visitors from the sample, direct expenditures made per person per day by primary purpose, non-local visitors were totaled and estimated by using the official visitation data provided by North Carolina state parks.

Impact on sales: This figure accounts for how the direct expenditures re-circulate in a community. Impact on sales is an expression of the direct, indirect, and induced effects. For this study, community is defined as the county or counties in which the park or recreation area is located.

Personal income: Personal income is a measure of the income that accrues to local residents per dollar of direct sales to non-local visitors. According to some economists, this and the employment measure (described below) are the most valuable measures of economic impact because they provide information about how a facility or service contributes to a county's standard of living.

Employment: The contribution of non-local visitor spending to employment is measured in full-time equivalent jobs. A full-time equivalent job is defined as a full-time employee, or combination of part-time employees who work the equivalent of a full-time position as defined by the employer. This is not a description of actual jobs, but rather a measure of full-time equivalent jobs generated from the flow of revenue created by non-local visitors.

Surveys were collected from 852 primary purpose, non-local visitors from July 2005 through June 2006. These surveys provided the following information:

- ✓ Average size of respondent groups
- ✓ Proportion of day and overnight stay visitors
- ✓ Per person, per day expenditures in the following nine categories:
 - Admission fees
 - Camping fees
 - Groceries
 - Dining out
 - Recreational equipment
 - Retail shopping
 - Lodging expenses (excluding in-park camping)
 - Auto expenses
 - Any other expenses

Dollars spent by visitors at parks in the form of admission and camping fees are generally forwarded directly to the North Carolina Division of Parks and Recreation headquarters and do not enter the local economy. Therefore, those fees were not included in the economic impact calculations. Expenditures categorized under “other” could not be analyzed using the economic impact software and so were also excluded from the study. Subsequently, the impacts of six expenditure categories are presented in this report.

The following procedures were used to calculate the economic contribution of visitors to each park. Hanging Rock State Park, located in Stokes County, is used as an example and the stages are listed in Table 2. An estimated 329,520 people visited Hanging Rock State Park in 2004.

- | | |
|--------|---|
| Step 1 | 169 individuals were surveyed at Hanging Rock State Park. Of those interviewed, 104 (61%) lived within Stokes County. Approximately 8% (14) were casual-use, non-local visitors. Thirty percent (51) of the visitors to Hanging Rock State Park were primary purpose, non-local visitors. These percentages were applied to the total visitation of 329,520 to obtain a total of 99,441 primary purpose visitors, 27,298 casual-use visitors, and 202,782 local visitors. |
| Step 2 | The average per person, per day expenditures reported by the primary purpose, non-local visitors was calculated. The total per person, per day |

expenditures was \$13.63.

- | | |
|--------------------|---|
| Step 3 | The per person, per day amounts were multiplied by 99,441 to estimate total direct expenditures for each of the six expenditure items for primary purpose, non-local visitors. |
| Step 4, 5
and 6 | Total direct expenditures for each of the six expenditure categories were entered into the IMPLAN software to calculate the impact in Stokes County of these direct expenditures on sales (4), income (5) and employment (6). |
| Step 7 | The economic impact of the park operating budget (FY 2004) was determined using IMPLAN and coded as Non-Education State Government Expenditures (IMPLAN Code 504). The impact on sales, personal income, and employment was calculated. |
| Step 8 | The total economic impact on sales was calculated by adding the economic impact on sales from primary purpose visitors with the economic impact on sales from the park operating budget to arrive at total economic impact. This was repeated to calculate total impact on jobs and personal income. Estimated sales tax generated was calculated by multiplying an assumed sales tax of two and a half percent by the impact on sales. This is based on the assumption that two and a half percent of total sales tax is returned to the county. |

Table 3 provides a summary of findings from all 14 parks. A discussion of the economic impacts of the parks is followed by a summary of each study park. Economic impact analysis tables for each park are located in Appendix C.

Table 2. Economic Impact Analysis – Primary Purpose, Non-Local Visitors

Hanging Rock State Park Stokes County			
		<u>Step 1</u>	
Average Party Size	3.04	Total Visits FY 2004	329,520
Average Visit to Park Area (days)	1.55	Estimated Non-Local Visitors	99,441
<u>Step 2</u>		<u>Step 3</u>	
Per person Per Day Expenditures Non-Local Visitors Within County		Annual Expenditures of Non-Local Visitors Within County	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.35	Groceries	\$333,405
Dining Out	\$1.67	Dining Out	\$166,081
Rec. Equipment & Supplies	\$0.85	Rec. Equipment & Supplies	\$84,904
Retail Shopping	\$1.00	Retail Shopping	\$99,400
Lodging	\$2.71	Lodging	\$269,209
Auto Expenses	\$4.05	Auto Expenses	\$402,571
Total:	\$13.63	Total:	\$1,355,572
<u>Step 4</u>		<u>Step 5</u>	
Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$381,170	Groceries	\$146,349
Dining Out	\$197,107	Dining Out	\$58,582
Rec. Equipment & Supplies	\$96,135	Rec. Equipment & Supplies	\$49,582
Retail Shopping	\$111,911	Retail Shopping	\$52,517
Lodging	\$309,359	Lodging	\$117,689
Auto Expenses	\$463,097	Auto Expenses	\$204,726
Total:	\$1,558,779	Total:	\$629,445
<u>Step 6</u>		<u>Step 7</u>	
Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$616,920
Groceries	7	Impact on Sales	\$744,425
Dining Out	4.3	Impact on Personal Income	\$542,203
Rec. Equipment & Supplies	3	Impact on Employment*	16.1
Retail Shopping	3.1	*Number of jobs created	
Lodging	7.3		
Auto Expenses	5.9		
Total:	30.6		
<u>Step 8</u>			
Summary of Hanging Rock State Park Impact on Stokes County			
Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$2,303,204	\$1,171,648	46.7	\$57,580

Table 3. Summary of Economic Impact of Fourteen State Parks (FY 2005-06)

Park	Financial Status			Economic Status							
	Park Revenue	Park Operating Budget	Net Operating Budget	2004 Visitation	Number of Tourist	Annual Expenditures of Tourist	Impact on Sales	Impact on Residents' Income	Number of Jobs Created	Cost per Job	Leverage of State Dollars
Eno River	\$8,573.00	\$505,469.48	\$496,896.48	298,989	51,998	\$797,152.60	\$1,737,180.00	\$907,352.00	29.6	\$16,787.04	1 to 1.8
Fort Fisher	\$82,779.00	\$398,908.15	\$316,129.15	740,377	333,170	\$14,503,877.66	\$20,067,545.00	\$7,936,204.00	390.8	\$808.93	1 to 25.1
Fort Macon	\$36,902.00	\$522,450.00	\$485,548.00	1,297,106	305,496	\$12,105,587.79	\$16,414,170.00	\$6,676,332.00	326.4	\$1,487.59	1 to 13.8
Gorges	\$1,442.00	\$253,509.17	\$252,067.17	134,072	60,624	\$2,533,239.48	\$3,718,748.00	\$1,458,457.00	71	\$3,550.24	1 to 5.8
Hammock's Beach	\$73,049.00	\$588,238.80	\$515,189.80	133,953	69,110	\$1,587,542.72	\$2,672,836.00	\$1,275,456.00	57.9	\$8,897.92	1 to 2.5
Hanging Rock	\$202,271.00	\$616,920.71	\$414,649.71	329,520	99,441	\$1,355,572.89	\$2,303,204.00	\$1,171,648.00	46.7	\$8,879.01	1 to 2.8
Jockey's Ridge	\$54,961.00	\$446,309.77	\$391,348.77	871,572	214,988	\$10,760,645.81	\$14,255,921.00	\$5,860,588.00	259	\$1,511.00	1 to 15
Jordan Lake	\$912,030.00	\$2,102,096.06	\$1,190,066.06	939,362	239,357	\$2,874,796.44	\$4,868,070.00	\$2,246,721.00	80.2	\$14,838.73	1 to 1.9
Kerr Lake*	\$447,314.00	\$1,815,555.50	\$1,368,241.50	1,506,020	951,171	\$12,824,320.85	\$17,569,214.00	\$7,863,741.00	374.6	\$3,652.54	1 to 5.8
Merchant's Millpond	\$23,389.00	\$392,750.57	\$369,361.57	197,830	147,634	\$1,399,088.68	\$1,729,870.00	\$806,072.00	47.7	\$7,743.43	1 to 2.2
Morrow Mountain	\$219,241.00	\$601,793.94	\$382,552.94	259,580	180,084	\$1,897,707.00	\$3,155,349.00	\$1,531,637.00	71.5	\$5,350.39	1 to 4.0
Mount Mitchell	\$285,433.00	\$746,950.62	\$461,517.62	434,374	226,236	\$8,875,126.15	\$11,221,959.00	\$4,702,632.00	236.8	\$1,948.98	1 to 10.2
Pilot Mountain	\$42,752.00	\$466,014.21	\$423,262.21	383,752	227,605	\$2,103,968.44	\$3,302,216.00	\$1,510,488.00	73.1	\$5,790.18	1 to 3.6
Stone Mountain	\$89,409.00	\$539,241.50	\$449,832.50	425,988	278,829	\$3,071,178.83	\$4,554,523.00	\$2,022,825.00	94.2	\$4,775.29	1 to 4.5

*Small sample size

DISCUSSION OF THE RESULTS

Analysis of data collected from the study parks reveals that the parks made a considerable economic contribution to North Carolina's economy. As shown in Table 3, every park surveyed contributed a number of jobs and had considerable impact on the personal income of local residents. The state's investment in the form of an operating budget went to the cost of salaries and support services. *An investment by the state in the form of operating budgets provides a substantial return for the community.* For example, Hanging Rock State Park had a net operating budget of \$414,649 that along with the expenditures of the primary use, non-local visitors generated 46.7 jobs and \$1,171,648 in household income for Stokes County residents. For the state, this amounts to a cost of \$8,879.01 per job ($\$414,649/46.7$) and a leverage ratio of 1:2.8 ($\$1,171,648/\$414,649$), meaning that for each state dollar invested in net operating cost at Hanging Rock State Park, \$2.80 is generated in resident income. The leverage ratio for the parks ranged from 1:1.8 for Eno River State Park to 1:25.1 for Fort Fisher State Recreation Area.

The overall economic impact generated by the direct expenditures of the primary purpose, non-local visitors to the 14 study sites includes \$124,825,681 in sales, \$46,333,014 in local income and 2,119.8 jobs. The 14 park operating budgets generated \$15,764,907 in sales, \$10,004,898 in local income and 256.9 jobs. (Table 4)

As Walker, Lee & Crompton (2005) noted in their study of the economic impact of Texas state parks, the economic contribution of a park rides not only on the simple provision of a facility, but on the services and amenities they provide. Investments by the state in both the physical upkeep of a park as well as programs and services for park visitors will likely lead to increased visitation in the form of return users, new users, and more expenditures per visitor. The ripple effect of such investment would eventually lead to higher revenues to the state in the form of sales taxes, as well as more jobs and income to residents in the park's host counties.

Study Limitations

Logistical and methodological limitations of this study exist and must be disclosed. The first of these limitations involves the timing of this study. Hurricanes Katrina and Rita posed resource obstacles to the administration of the survey to North Carolina parks. During the weekends of September 3rd and September 10th – Labor Day weekend and the following weekend – all travel by state employees was restricted to essential travel only. This restriction included travel for research by employees of publicly owned universities. Travel restrictions were relaxed on September 15, 2005 by North Carolina State University to allow all activities associated with the University's mission to continue (research activity falls under this umbrella). Study research resumed the following weekend. Weather impacted survey distribution at another time as well: all parks east of the I-95 corridor were closed the weekend of September 17th to prepare for landfall of Hurricane Ophelia, an action that impacted survey collection at five of the fifteen study parks.

Table 4. Economic Activity Associated with the 14 State Parks, In-County Expenditures

	# Visitors	Direct Expenditures	Impact on Sales	Impact on North Carolina Residents' Income	Number of Jobs Generated
Primary Purpose Visitors	3,388,531	\$79,825,681	\$124,120,529	\$46,333,014	2,119.8
Park Operating Budget		\$9,667,700	\$15,764,907	\$10,004,898	256.9
Total:	3,388,531	\$89,493,381.38	\$139,885,436	\$56,337,912	2,376

Individual Summaries
Of
State Park Units

Eno River State Park Summary

Eno River State Park is located in the North District in Orange and Durham Counties.

Eno River State Park Visitors

In 2004, there were 298,989 visitors to Eno River State Park. Of those, 74% (219,135) were local visitors (visitors from Orange or Durham Counties); 17% (51,988) were primary purpose, non-local visitors (visitors residing outside of Orange and Durham counties that are in the area for the primary purpose of visiting the park); and 9% (27,856) were casual use, non-local visitors (visitors to the park who are in the area for purposes other than visiting the park.) (Figure 3).

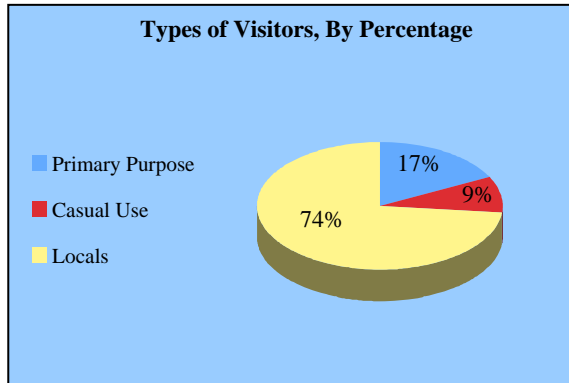


Figure 3. Eno River - Types of Visitors

Visitors typically enjoy hiking, fishing, and picnicking at the park (Figure 4).

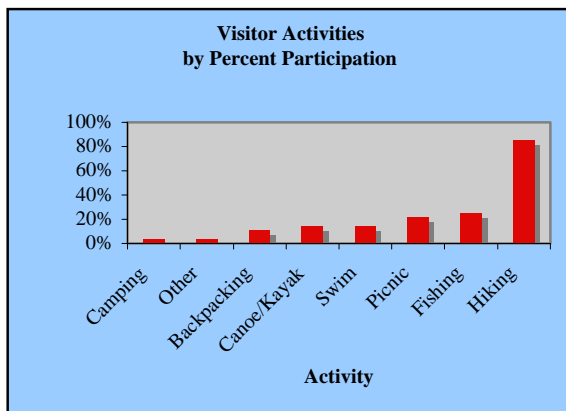


Figure 4. Eno River - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Durham and Orange Counties and visit the park create economic impact by infusing the economy with outside dollars.

Primary purpose, non-local visitors spent an estimated \$797,152 while visiting the region

Much of that amount was spent on dining out, lodging, and on purchasing recreational equipment and supplies (Figure 5).

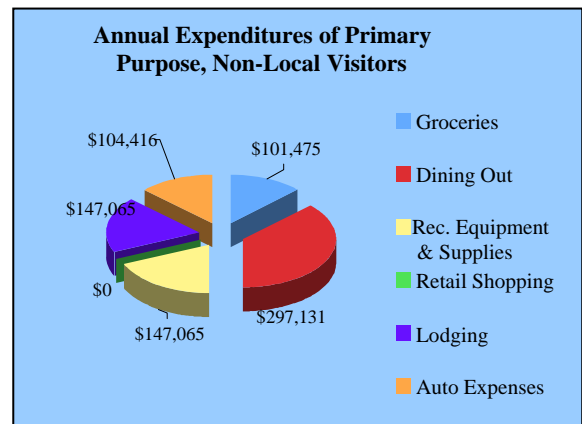


Figure 5. Eno River - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Eno River are especially important to the local economy. They bring and spend dollars from outside Durham and Orange Counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Eno River State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,056,368. Most of this impact occurred in spending for dining out, lodging, and purchase of recreational equipment and supplies. (Figure 6).

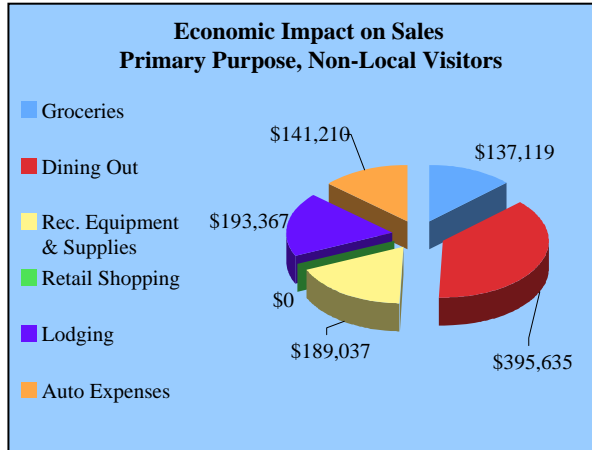


Figure 6. Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated 428,034 (Figure 7). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

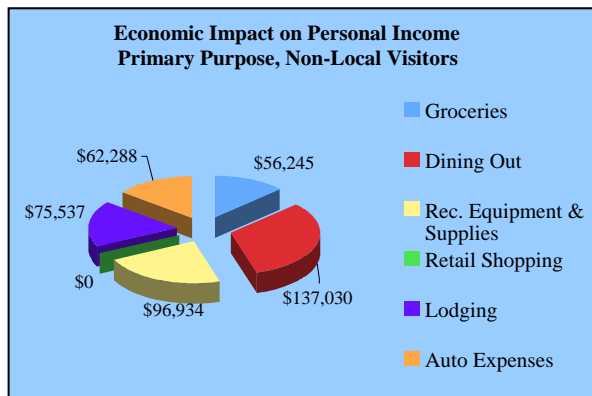


Figure 7. Eno River - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 19 full-time equivalent jobs in Durham and Orange Counties (Figure 8).

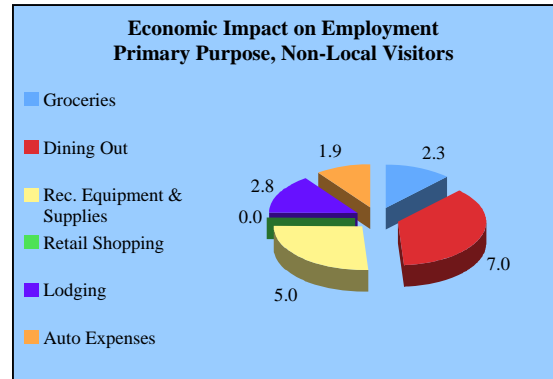


Figure 8. Eno River - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$505,469. Table 5 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 5. Eno River - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$680,812	\$1,737,180
Personal Income	\$479,318	\$907,352
Employment	10.6	29.6

How the State's Investment Benefits Durham and Orange Counties

The state's operating budget for Eno River State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Eno River for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Eno River State Park, that ratio is 1:1.8. Therefore, local residents receive a benefit of \$1.80 for every dollar the state invests.

Fort Fisher State Recreation Area

Summary

Fort Fisher State Recreation Area is located in the South District in New Hanover County.

Fort Fisher State Park Visitors

In 2004, there were 740,377 visitors to Fort Fisher State Park. Of those, 31% (226,740) were local visitors (visitors from New Hanover County); 45% (333,170) were primary purpose, non-local visitors (visitors residing outside of New Hanover County that are in the area for the primary purpose of visiting the park); and 24% (180,467) were casual use, non-local visitors (visitors residing outside of New Hanover County that are in the area for reasons other than visiting the park) (Figure 9).

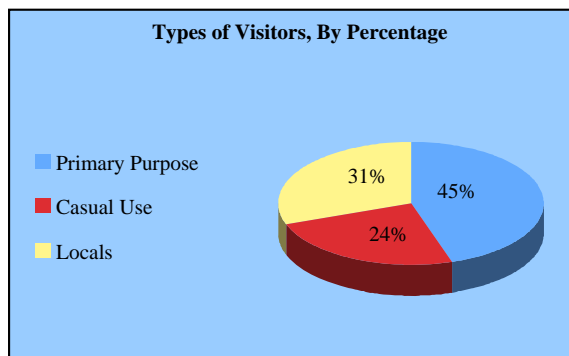


Figure 9. Fort Fisher - Types of Visitors

Visitors typically enjoy picnicking, ORV use, and fishing at the park (Figure 10).

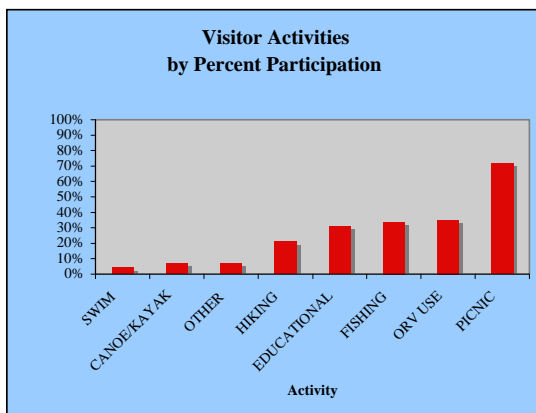


Figure 10. Fort Fisher - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of New Hanover County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$14,503,877 while visiting Fort Fisher State Recreation Area. A bulk of that amount was spent dining out, auto expenses, grocery, and lodging expenses (Figure 11).

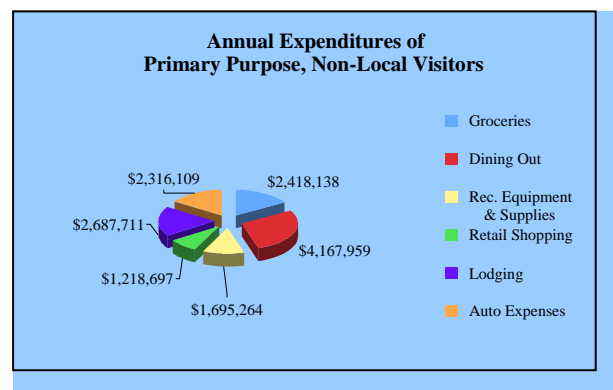


Figure 11. Fort Fisher - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Fort Fisher are especially important to the local economy. They bring and spend dollars from outside New Hanover County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Fort Fisher State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$19,497,135. Most of this impact occurred in the form of spending for dining out, lodging, groceries, and auto expenses (Figure 12).

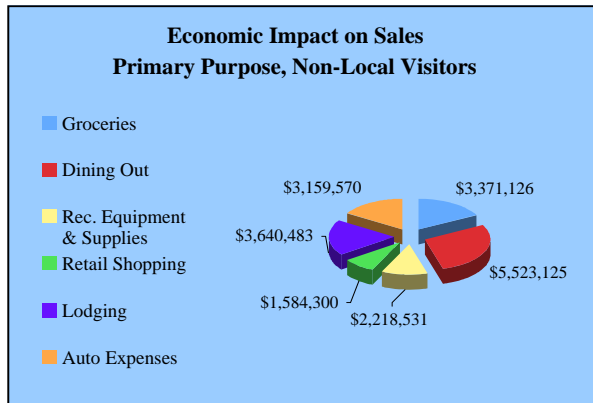


Figure 12. Fort Fisher - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$7,547,827 (Figure 13). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

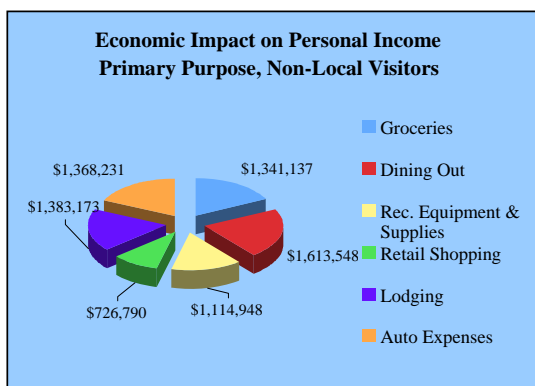


Figure 13. Fort Fisher -Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 382.2 full-time

equivalent jobs in New Hanover County (Figure 14).

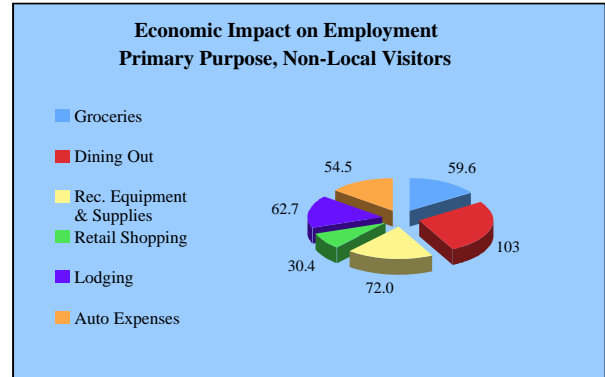


Figure 14. Fort Fisher - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$398,908. Table 6 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 6. Fort Fisher - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$570,410	\$20,067,545
Personal Income	\$388,377	\$7,936,204
Employment	8.6	390.8

How the State's Investment Benefits New Hanover County

The state's operating budget for Fort Fisher State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Fort Fisher for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Fort Fisher State Park, that ratio is 1:25.1. Therefore, local residents receive a benefit of \$25.10 for every dollar the state invests.

Fort Macon State Park Summary

Fort Macon State Park is located in the East District in Carteret County.

Fort Macon State Park Visitors

In 2004, there were 1,297,106 visitors to Fort Macon State Park. Of those, 12% (150,244) were local visitors (visitors from Carteret County); 24% (305,496) were primary purpose, non-local visitors (visitors residing outside of the park counties in the area for the primary purpose of visiting the park); and 64% (841,366) were casual use, non-local visitors (visitors residing outside of Carteret County that are in the area for reasons other than visiting the park) (Figure 15).

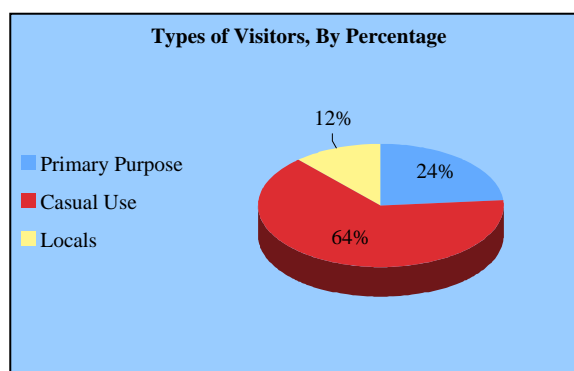


Figure 15. Fort Macon - Types of Visitors

Visitors typically enjoy fishing, picnicking, beach activities and visiting the historic Civil War Fort (Figure 16).

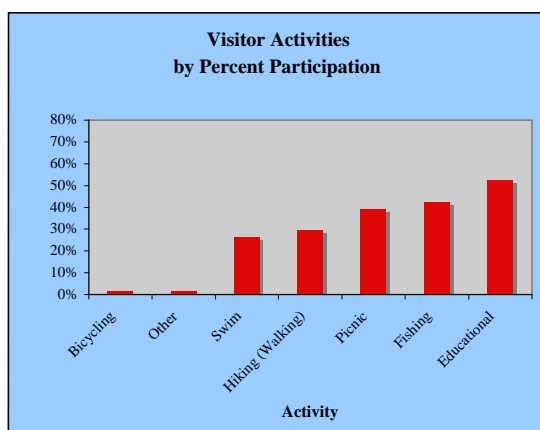


Figure 16. Fort Macon - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Carteret County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$12,105,587 while visiting the region. A bulk of that amount was spent on lodging, auto expenses, and retail shopping (Figure 17).

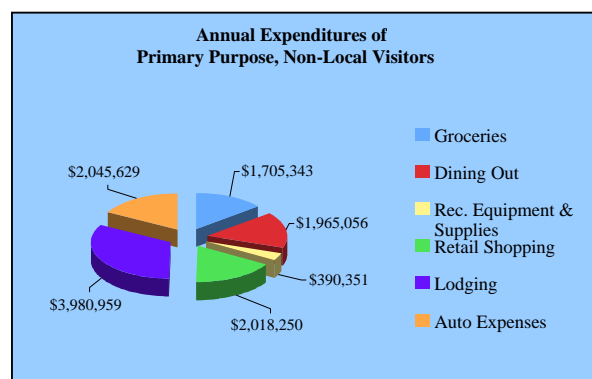


Figure 17. Fort Macon - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Fort Macon are especially important to the local economy. They bring and spend dollars from outside Carteret County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Fort Macon State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$15,703,630. Most of this impact occurred in the form of spending for lodging, dining out, auto expenses, and retail shopping (Figure 16).

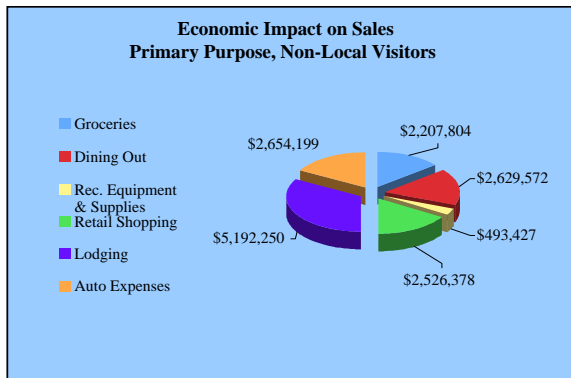


Figure 18. Fort Macon - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$6,188,288 (Figure 19). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

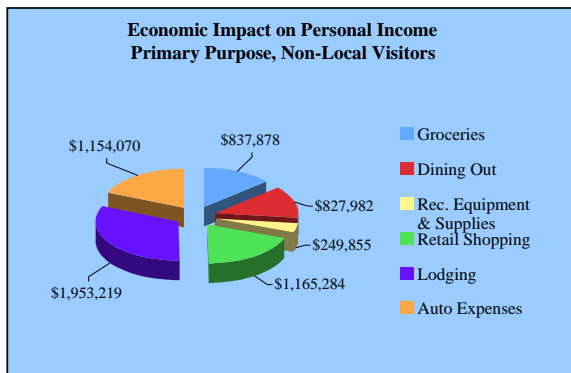


Figure 19. Fort Macon - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 312.3 full-time equivalent jobs in Carteret County (Figure 20).

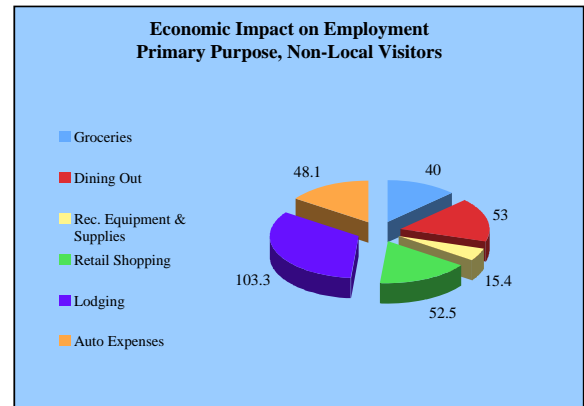


Figure 20. Fort Macon - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$522,450. Table 7 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 7. Fort Macon - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$710,540	\$16,414,170
Personal Income	\$488,044	\$6,676,332
Employment	14.1	326.4

How the State's Investment Benefits Carteret County

The state's operating budget for Fort Macon State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Fort Macon for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Fort Macon State Park, that ratio is 1:13.8. Therefore, local residents receive a benefit of \$13.80 for every dollar the state invests.

Gorges State Park Summary

Gorges State Park is located in the West District in Transylvania County.

Gorges State Park Visitors

In 2004, there were 134,072 visitors to Gorges State Park. Of those, 8% (10,493) were local visitors (visitors from Transylvania County); 45% (60,624) were primary purpose, non-local visitors (visitors residing outside of Transylvania County that are in the area for the primary purpose of visiting the park); and 47% (62,956) were casual use, non-local visitors (visitors residing outside of Transylvania County that are in the area for reasons other than visiting the park) (Figure 21).

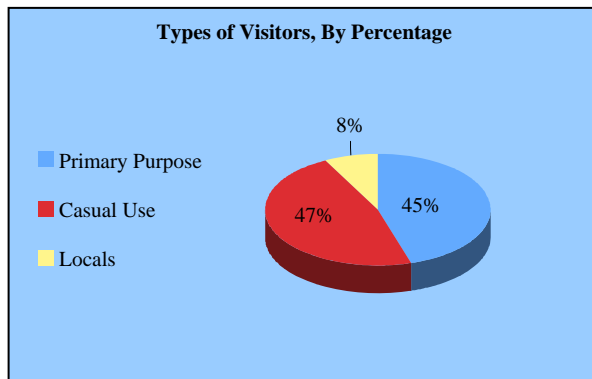


Figure 21. Gorges - Types of Visitors

Visitors typically enjoy hiking, picnicking, and backpack camping (Figure 22).

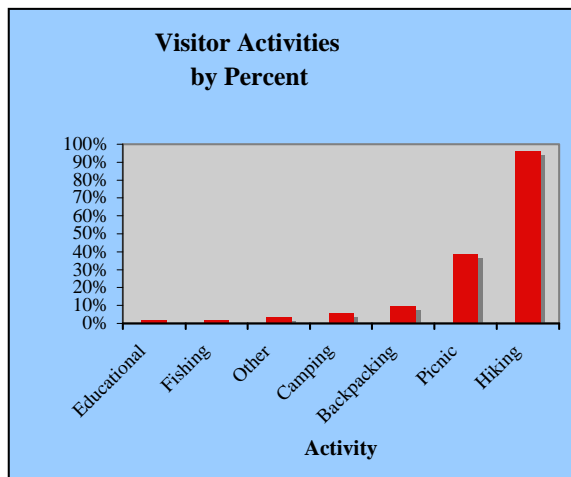


Figure 22. Gorges - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Transylvania County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$2,533,239 while visiting the region. A bulk of that amount was spent on dining out and lodging (Figure 23).

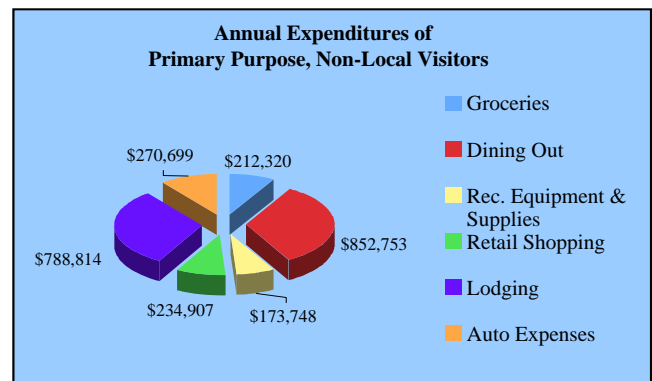


Figure 23. Gorges - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Gorges are especially important to the local economy. They bring and spend dollars from outside Transylvania County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Gorges State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$3,366,964. Most of this impact occurred in the form of spending for dining out, lodging, and auto expenses (Figure 24).

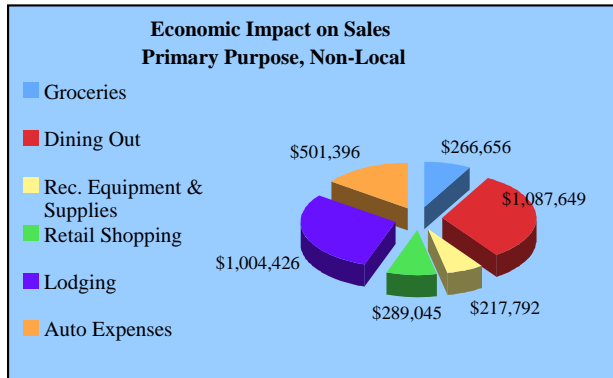


Figure 24. Gorges - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,215,657 (Figure 25). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

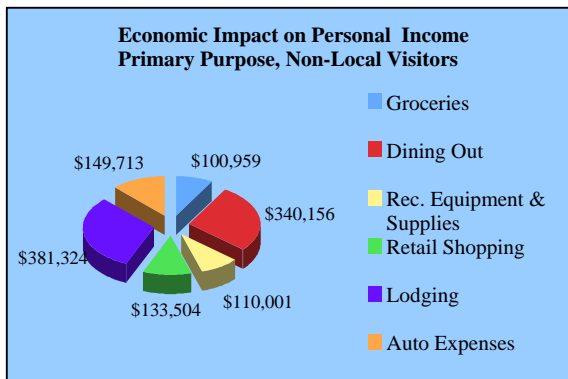


Figure 25. Gorges - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 64 full-time equivalent jobs in Transylvania County (Figure 26).

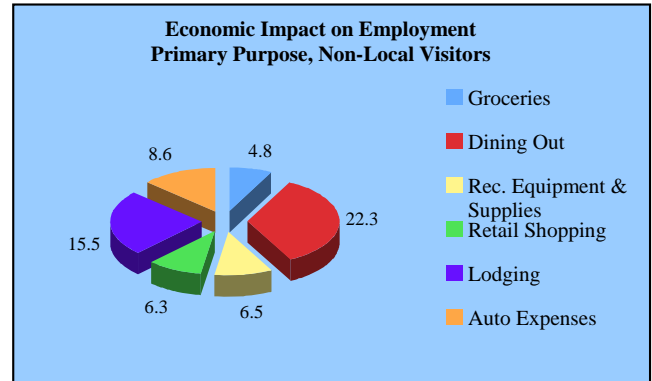


Figure 26. Gorges - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$253,509. Table 8 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 8 Gorges - Economic Impacts of Operating Budget and Overall Economic Impacts

Impact Category	State Operating Budget	Overall Impacts
Sales	\$351,784	\$3,718,748
Personal Income	\$242,800	\$1,458,457
Employment	7.0	71

How the State's Investment Benefits Transylvania County

The state's operating budget for Gorges State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Gorges for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Gorges State Park, that ratio is 1:5.8. Therefore, local residents receive a benefit of \$5.80 for every dollar the state invests.

Hammocks Beach State Park

Summary

Hammocks Beach State Park is located in the East District in Onslow County.

Hammocks Beach State Park Visitors

In 2004, there were 133,953 visitors to Hammocks Beach State Park. Of those, 27% (35,835) were local visitors (visitors from Onslow County); 52% (69,109) were primary purpose, non-local visitors (visitors residing outside of Onslow County that are in the area for the primary purpose of visiting the park); and 22% (29,008) were casual use, non-local visitors (visitors residing outside of Onslow County that are in the area for reasons other than visiting the park) (Figure 27).

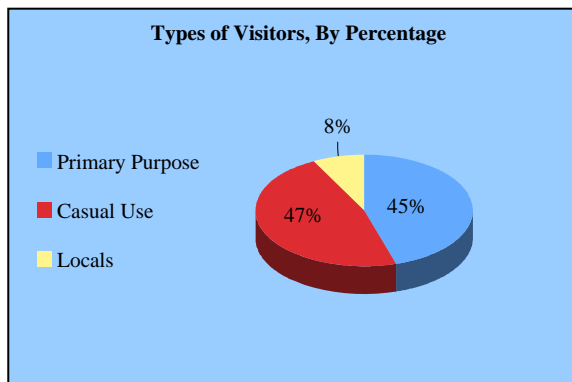


Figure 27. Hammocks Beach - Types of Visitors

Visitors typically enjoy swimming, picnicking and camping at the park (Figure 28).

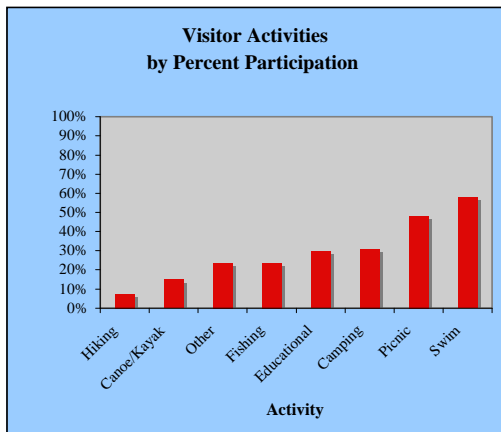


Figure 28 Hammocks Beach - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Onslow County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,587,542 while visiting the region. A bulk of that amount was spent on lodging, dining out, and auto expenses (Figure 29).

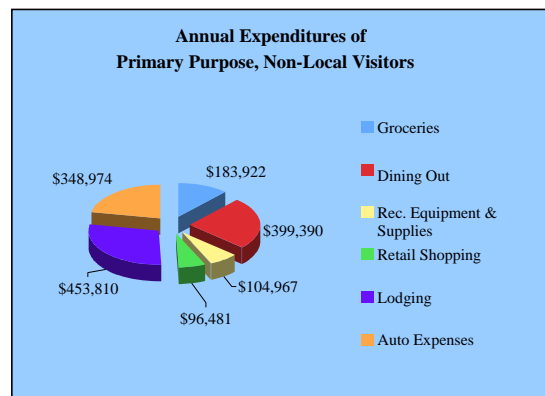


Figure 29. Hammocks Beach - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Hammocks Beach are especially important to the local economy. They bring and spend dollars from outside Onslow County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Hammocks Beach State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,937,450. Most of this impact occurred in the form of spending for lodging, dining out, and auto expenses (Figure 30).

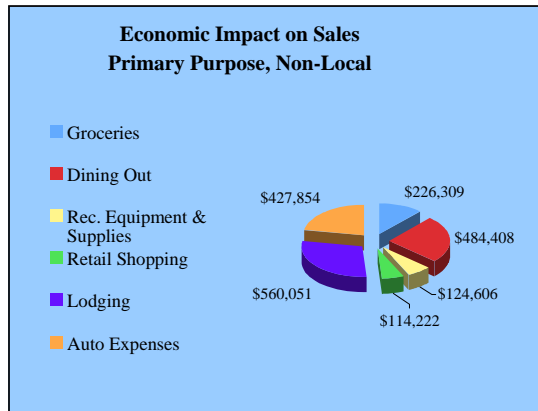


Figure 30. Hammocks Beach - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$744,385 (Figure 31). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

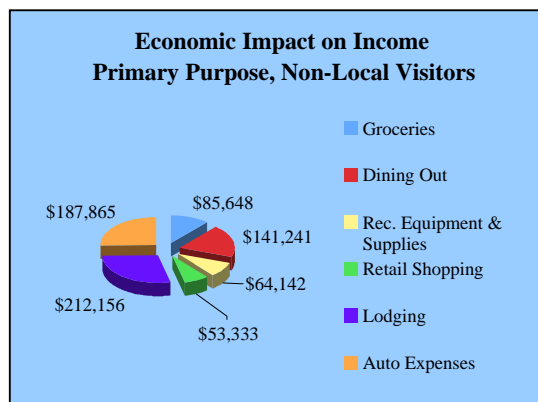


Figure 31. Hammocks Beach - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 42.6 full-time equivalent jobs in Onslow County (Figure 32).

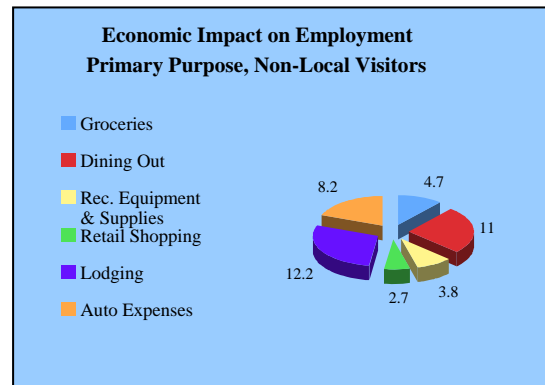


Figure 32. Hammocks Beach - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$588,239. Table 9 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 9. Hammocks Beach - Economic Impacts of Operating Budget and Overall Economic Impacts

Impact Category	State Operating Budget	Overall Impacts
Sales	\$735,386	\$2,672,836
Personal Income	\$531,070	\$1,275,456
Employment	15.3	57.9

How the State's Investment Benefits Onslow County

The state's operating budget for Hammocks Beach State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Hammocks Beach for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Hammocks Beach State Park, that ratio is 1:2.5. Therefore, local residents receive a benefit of \$2.50 for every dollar the state invests.

Hanging Rock State Park **Summary**

Hanging Rock State Park is located in the North District in Stokes County.

Hanging Rock State Park Visitors

In 2004, there were 329,520 visitors to Hanging Rock State Park. Of those, 62% (202,782) were local visitors (visitors from Stokes County); 30% (99,441) were primary purpose, non-local visitors (visitors residing outside of Stokes County that are in the area for the primary purpose of visiting the park); and 8% (27,298) were casual use, non-local visitors (visitors residing outside of Stokes County that are in the area for reasons other than visiting the park) (Figure 33).

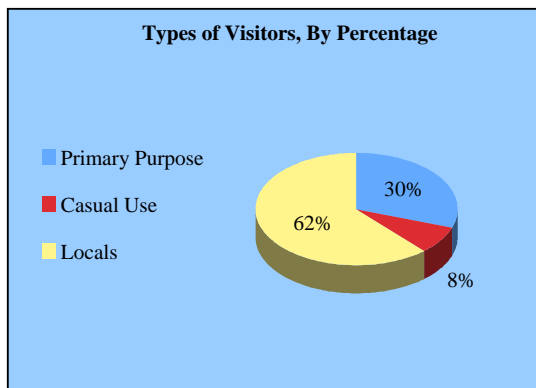


Figure 33. Hanging Rock - Types of Visitors

Visitors typically enjoy hiking, picnicking, swimming and camping at the park (Figure 34)

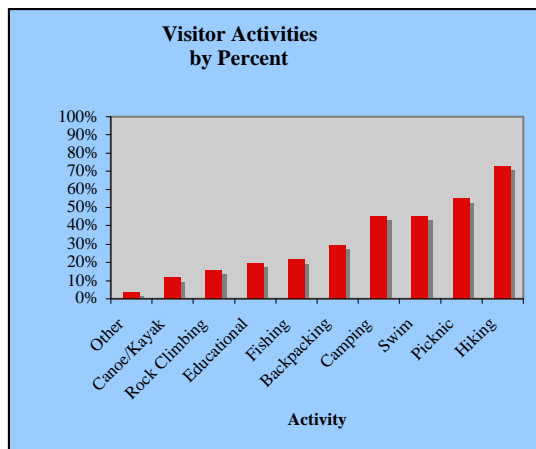


Figure 34. Hanging Rock - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Stokes County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,355,572 while visiting the region. A bulk of that amount was spent on auto expenses, groceries, and lodging (Figure 35).

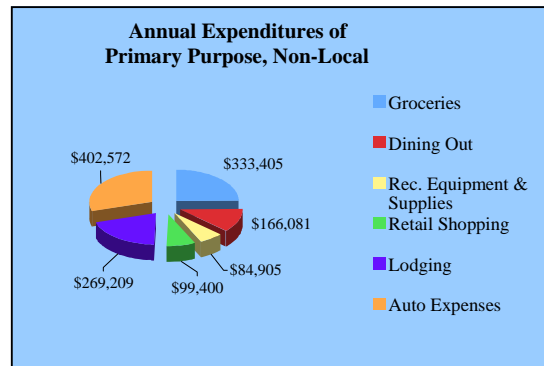


Figure 35. Hanging Rock - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Hanging Rock are especially important to the local economy. They bring and spend dollars from outside Stokes County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Hanging Rock State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,558,779. Most of this impact occurred in the form of spending for auto expenses, groceries and lodging (Figure 36).

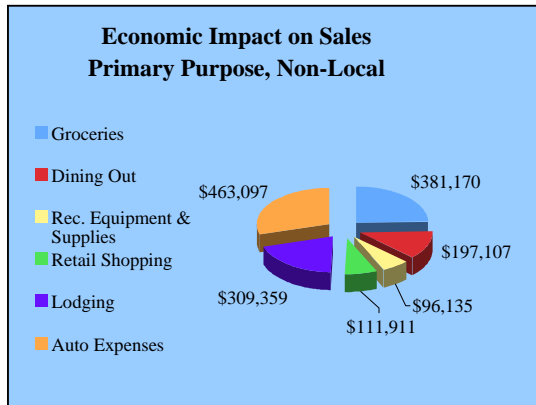


Figure 36. Hanging Rock - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$629,445 (Figure 37). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

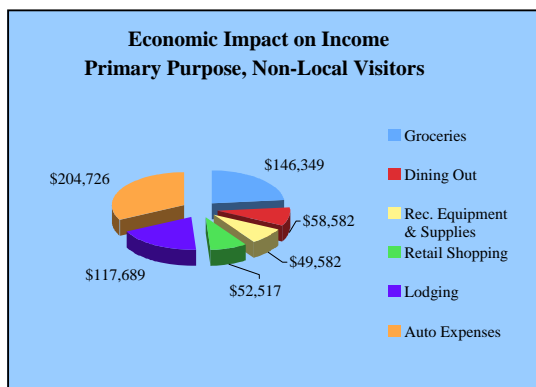


Figure 37. Hanging Rock - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 30.6 full-time equivalent jobs in Stokes County (Figure 38).

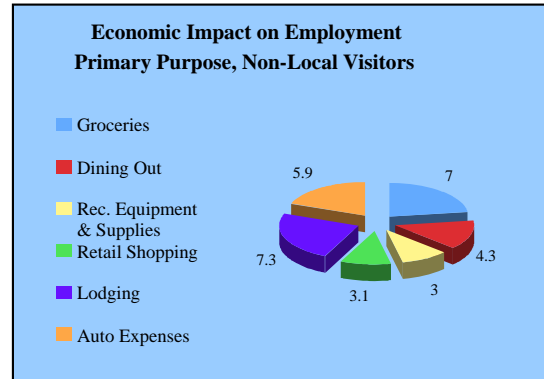


Figure 38. Hanging Rock - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$616,920. Table 10 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 10. Hanging Rock - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$744,425	\$2,303,204
Personal Income	\$542,203	\$1,171,648
Employment	16.1	46.7

How the State's Investment Benefits Stokes County

The state's operating budget for Hanging Rock State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Hanging Rock for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Hanging Rock State Park, that ratio is 1:2.8. Therefore, local residents receive a benefit of \$2.80 for every dollar the state invests.

Jockey's Ridge State Park Summary

Jockey's Ridge State Park is located in the East District in Dare County.

Jockey's Ridge State Park Visitors

In 2004, there were 871,572 visitors to Jockey's Ridge State Park. Of those, 7% (58,105) were from local visitors (visitors from Dare County); 25% (214,988) were primary purpose, non-local visitors (visitors residing outside of Dare County that are in the area for the primary purpose of visiting the park); and 69% (598,479) were casual use, non-local visitors (visitors residing outside of Dare County that are in the area for reasons other than visiting the park) (Figure 39).

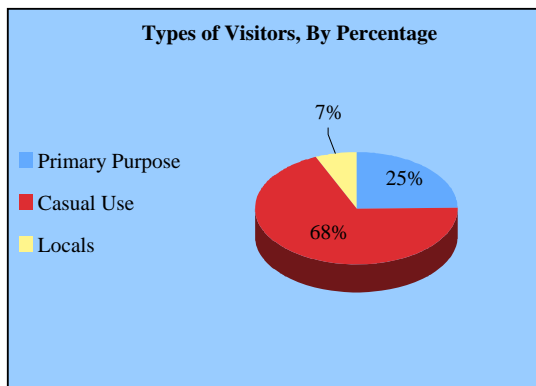


Figure 39. Jockey's Ridge - Types of Visitors

Visitors typically enjoy hiking, educational activities, and "other activities," (hang-gliding) at the park (Figure 40).

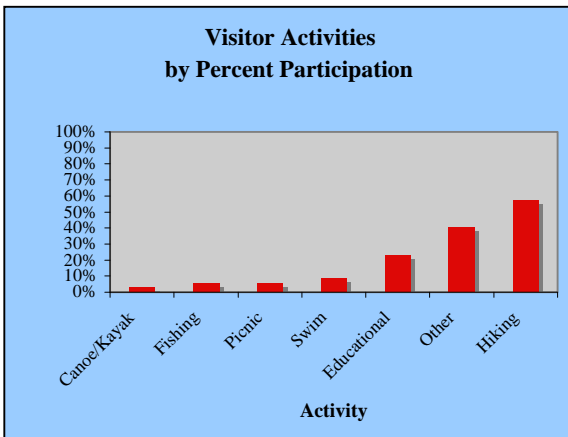


Figure 40. Jockey's Ridge - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Dare County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$10,760,645 while visiting the region. A bulk of that amount was spent on lodging, dining out, and retail shopping (Figure 41).

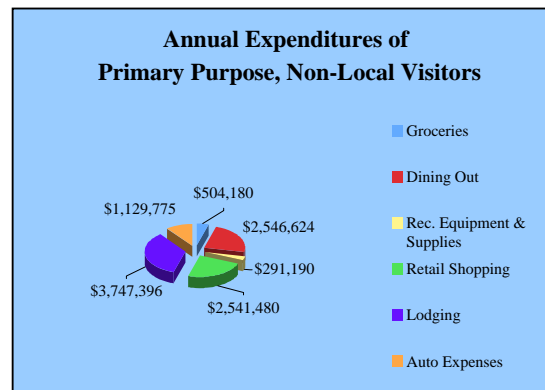


Figure 41. Jockey's Ridge - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Jockey's Ridge are especially important to the local economy. They bring and spend dollars from outside Dare County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Jockey's Ridge State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$13,660,229. Most of this impact occurred in the form of spending for lodging, retail shopping, and dining out. (Figure 42).

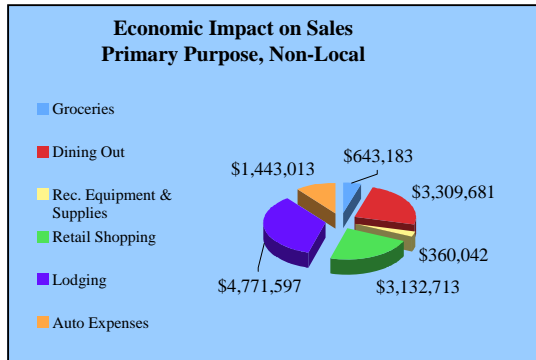


Figure 42. Jockey's Ridge - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$5,445,062 (Figure 43). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

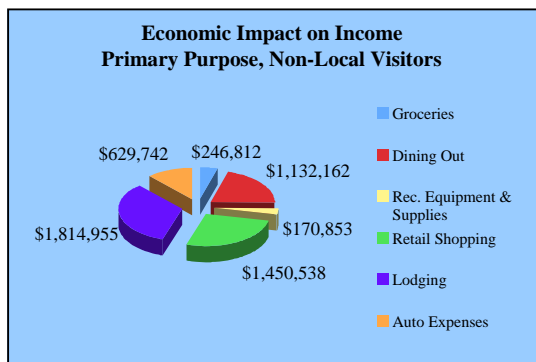


Figure 43. Jockey's Ridge - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 247.8 full-time equivalent jobs in Dare County (Figure 44).

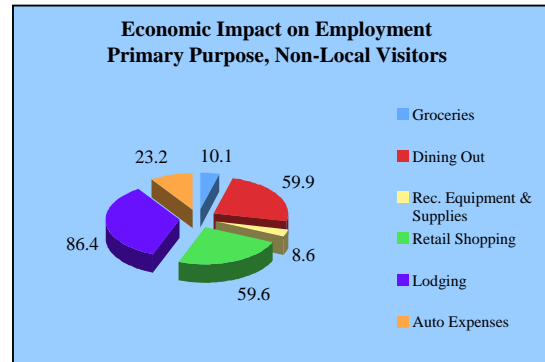


Figure 44. Jockey's Ridge - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$446,309. Table 11 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 11. Jockey's Ridge - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$595,692	\$14,255,921
Personal Income	\$415,526	\$5,860,588
Employment	11.2	259

How the State's Investment Benefits Dare County

The state's operating budget for Jockey's Ridge State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Jockey's Ridge for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Jockey's Ridge State Park, that ratio is 1:15. Therefore, local residents receive a benefit of \$15 for every dollar the state invests.

Jordan Lake State Recreation Area

Summary

Jordan Lake State Recreation Area is located in the South District in Chatham, Durham, Orange and Wake Counties.

Jordan Lake State Recreation Area Visitors

In 2004, there were 939,362 visitors to Jordan Lake State Recreation Area. Of those, 68% (636,779) were local visitors (visitors from Chatham, Durham, Orange and Wake Counties); 25% (239,357) were primary purpose, non-local visitors (visitors residing outside of the four county area that are in the area for the primary purpose of visiting the park); and 7% (63,226) were casual use, non-local visitors (visitors residing outside of the four counties that are in the area for reasons other than visiting the park) (Figure 45).

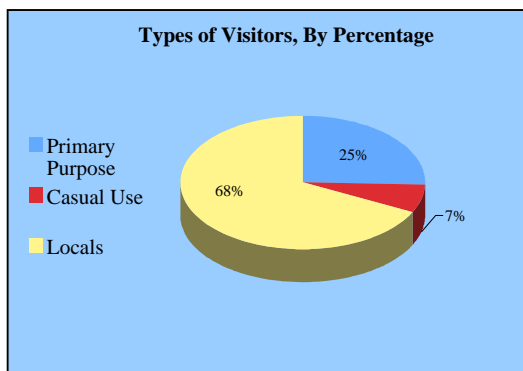


Figure 45. Jordan Lake - Types of Visitors

Visitors typically enjoyed picnicking, swimming, fishing, and camping (Figure 46).

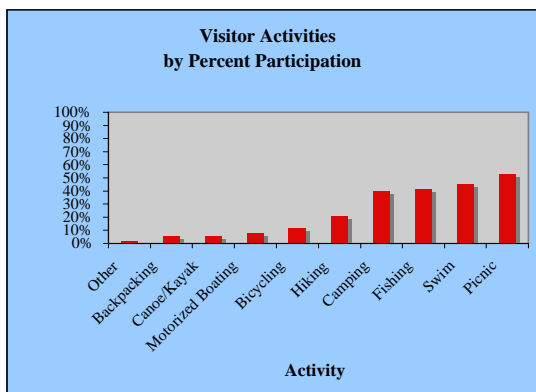


Figure 46. Jordan Lake - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Chatham, Durham, Orange and Wake Counties and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$2,874,796 while visiting the region. The bulk of that amount was spent on groceries and auto expenses (Figure 47).

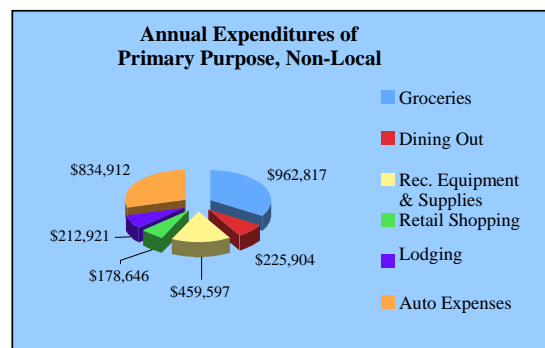


Figure 47. Jordan Lake - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Jordan Lake are especially important to the local economy. They bring and spend dollars from outside Chatham, Durham, Orange and Wake Counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Jordan Lake State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$4,096,541. Most of this impact occurred in the form of spending for groceries and auto expenses (Figure 48).

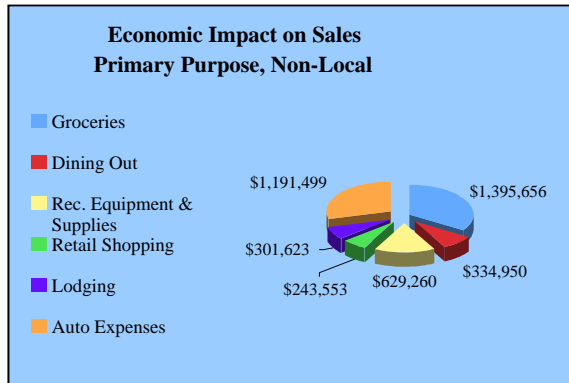


Figure 48. Jordan Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,732,477 (Figure 49). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

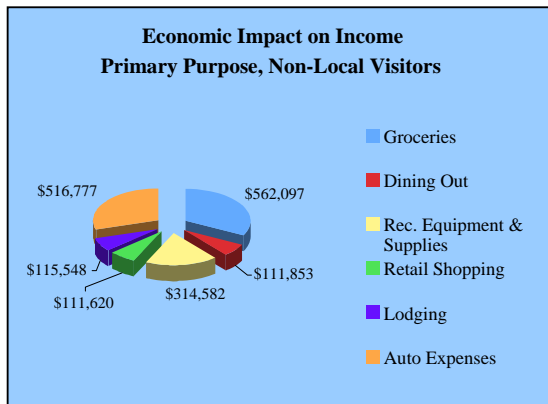


Figure 49. Jordan Lake - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 68.1 full-time equivalent jobs in

Chatham, Durham, Orange and Wake Counties (Figure 50).

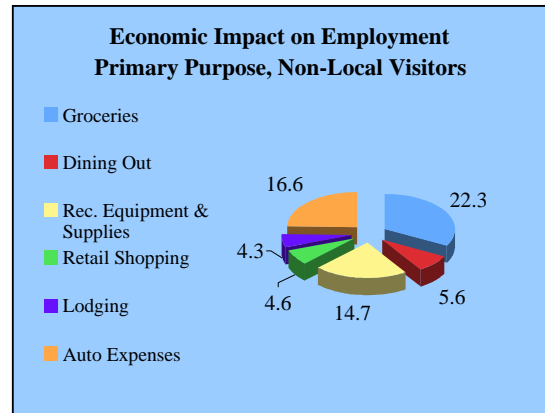


Figure 50. Jordan Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$2,102,096. Table 12 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 12. Jordan Lake - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$771,529	\$4,868,070
Personal Income	\$514,244	\$2,246,721
Employment	12.1	80.2

How the State's Investment Benefits Chatham, Durham, Orange and Wake Counties

The state's operating budget for Jordan Lake State Recreation Area signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Jordan Lake for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Jordan Lake State Recreation Area, that ratio is 1:1.9. Therefore, local residents receive a benefit of \$1.90 for every dollar the state invests.

Kerr Lake State Recreation Area Summary

Kerr Lake State Recreation Area is located in the North District in Granville, Vance and Warren Counties.

Kerr Lake State Recreation Area Visitors

In 2004, there were 1,506,020 visitors to Kerr Lake State Recreation Area. Of those, 29% (435,953) were local visitors (visitors from Granville, Vance and Warren Counties); 63% (951,171) were primary purpose, non-local visitors (visitors residing outside of the three counties that are in the area for the primary purpose of visiting the park); and 8% (118,896) were casual use, non-local visitors (visitors residing outside of the three counties that are in the area for reasons other than visiting the park) (Figure 51).

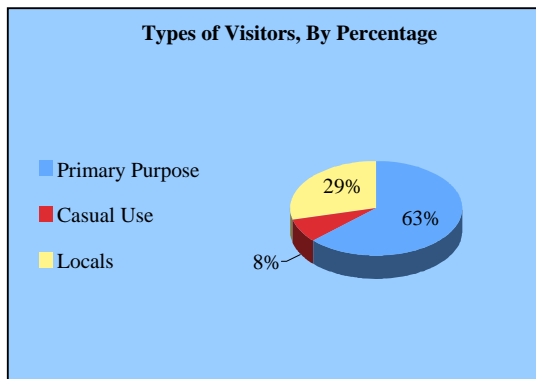


Figure 51. Kerr Lake - Types of Visitors

Visitors typically enjoyed camping, fishing, and boating (Figure 52).

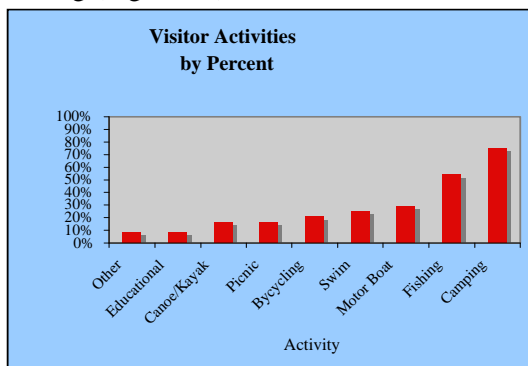


Figure 52. Kerr Lake - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Granville, Vance and Warren Counties and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$12,824,320 while visiting the region. The bulk of that amount was spent on lodging, auto expenses, and groceries (Figure 53).

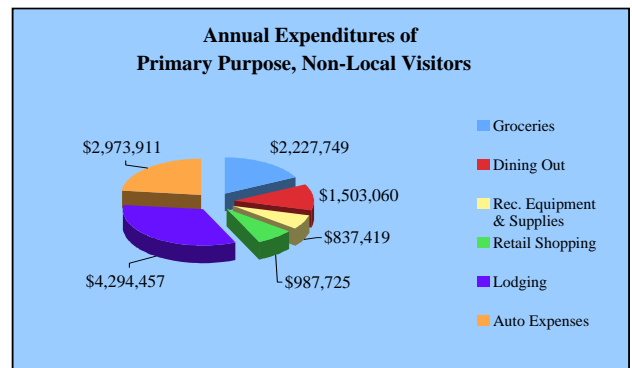


Figure 53. Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Kerr Lake are especially important to the local economy. They bring and spend dollars from outside Granville, Vance and Warren Counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Kerr Lake State Recreation Area

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$15,239,600. Most of this impact occurred in the form of spending for lodging, auto expenses, and groceries (Figure 54).

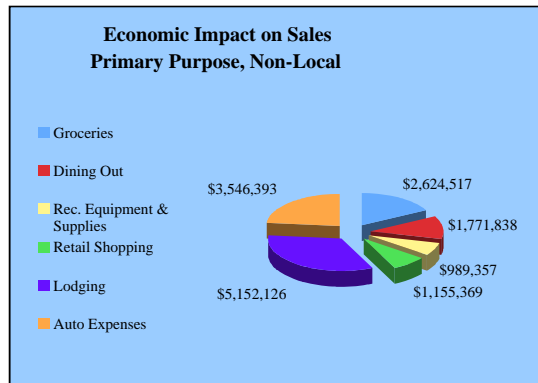


Figure 54. Kerr Lake - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$6,197,832 (Figure 55). This is a measure of the economic benefit the residents derive from non-local park visitor.

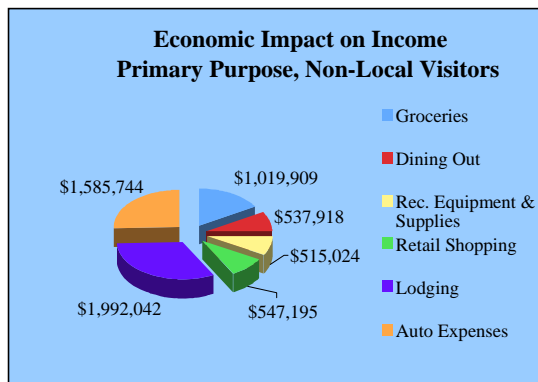


Figure 55. Kerr Lake - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 327.6 full-time equivalent jobs

in Granville, Vance and Warren Counties (Figure 56).

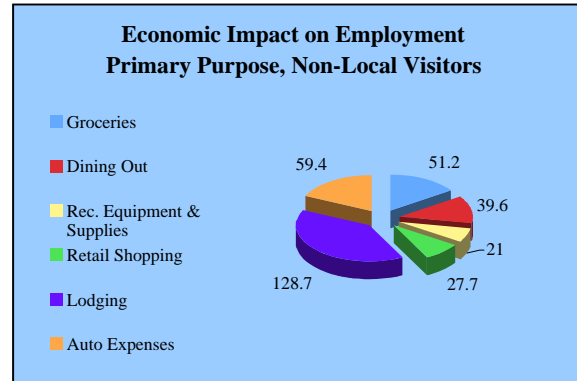


Figure 56. Kerr Lake - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$1,185,556. Table 13 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 13. Kerr Lake - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$2,329,614	\$17,569,214
Personal Income	\$1,665,909	\$7,863,741
Employment	47	374.6

How the State's Investment Benefits Granville, Vance and Warren Counties

The state's operating budget for Kerr Lake State Recreation Area signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Kerr Lake for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Kerr Lake State Recreation Area, that ratio is 1:5.8. Therefore, local residents receive a benefit of \$5.80 for every dollar the state invests.

Merchants Millpond State Park

Summary

Merchants Millpond State Park is located in the East District in Gates County.

Merchants Millpond State Park Visitors

In 2004, there were 197,830 visitors to Merchants Millpond State Park. Of those, 18% (35,432) were local visitors (visitors from Gates County); 75% (147,634) were primary purpose, non-local visitors (visitors residing outside of Gates County that are in the area for the primary purpose of visiting the park); and 7% (14,763) were casual use, non-local visitors (visitors residing outside of Gates County that are in the area for other reasons than visiting the park) (Figure 57).

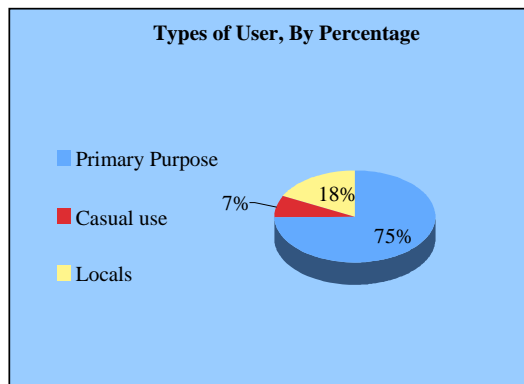


Figure 57. Merchants Millpond - Types of Visitors

Visitors typically enjoyed canoeing and kayaking, picnicking, camping and hiking (Figure 58).

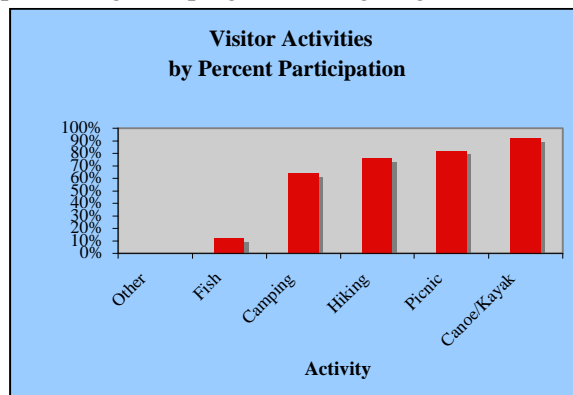


Figure 58. Merchants Millpond - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Gates County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,399,088 while visiting the region. The bulk of that amount was spent on groceries, auto expenses, and dining out (Figure 59).

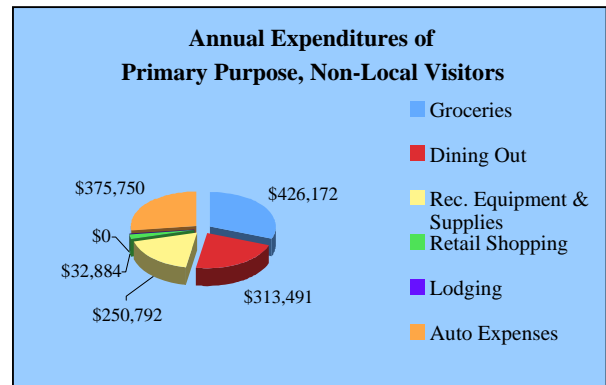


Figure 59. Merchants Millpond - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Merchants Millpond are especially important to the local economy. They bring and spend dollars from outside Gates Counties that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Merchants Millpond State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,276,765. Most of this impact occurred in the form of spending for groceries, dining out, and auto expenses (Figure 60).

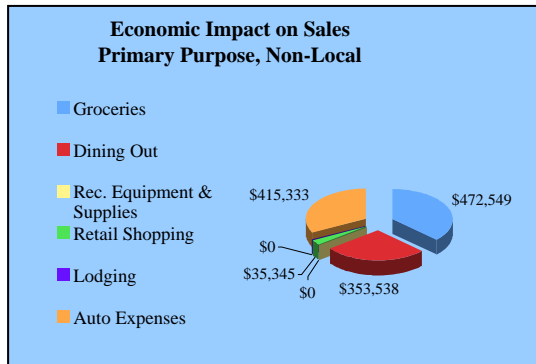


Figure 60. Merchants Millpond - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$467,043 (Figure 61). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

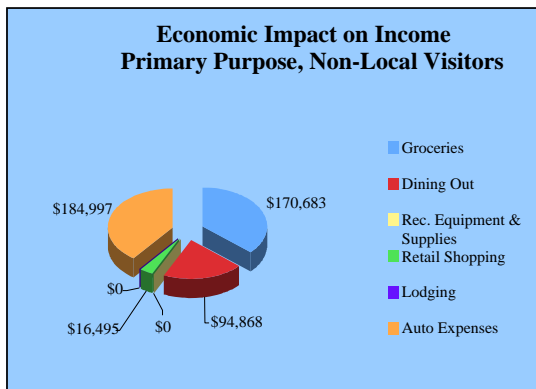


Figure 61. Merchants Millpond - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 47.7 full-time equivalent jobs in Gates County (Figure 62).

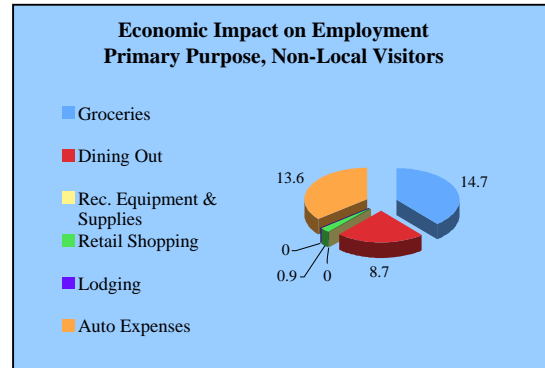


Figure 62. Merchants Millpond - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$392,751. Table 14 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 14. Merchants Millpond - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$453,105	\$1,729,870
Personal Income	\$339,029	\$806,072
Employment	9.8	47.7

How the State's Investment Benefits Gates County

The state's operating budget for Merchants Millpond State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Merchants Millpond for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Merchants Millpond State Park, that ratio is 1:2.2. Therefore, local residents receive a benefit of \$2.20 for every dollar the state invests.

Morrow Mountain State Park Summary

Morrow Mountain State Park is located in the South District in Stanly County.

Morrow Mountain State Park Visitors

In 2004, there were 259,580 visitors to Morrow Mountain State Park. Of those, 25% (64,895) were local visitors (visitors from Stanly County); 69% (180,084) were primary purpose, non-local visitors (visitors residing outside of Stanly County that are in the area for the primary purpose of visiting the park); and 6% (14,601) were casual use, non-local visitors (visitors residing outside of Stanly County that are in the area for reasons other than visiting the park) (Figure 63).

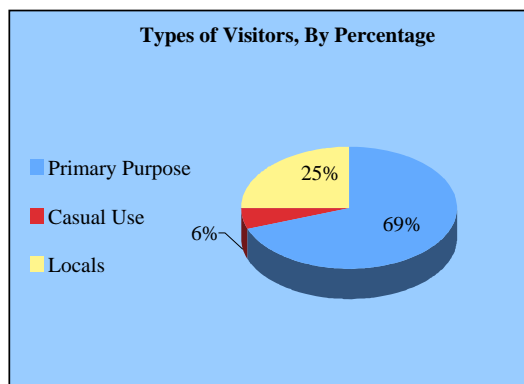


Figure 63. Morrow Mountain - Types of Visitors

Visitors typically enjoyed picnicking, camping, hiking, and canoeing (Figure 64).

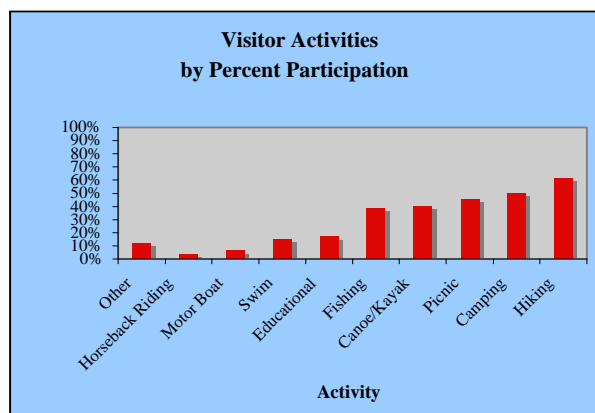


Figure 64. Morrow Mountain - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Stanly County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,897,707 while visiting the region. The bulk of that amount was spent on groceries, auto expenses, and dining out (Figure 65).

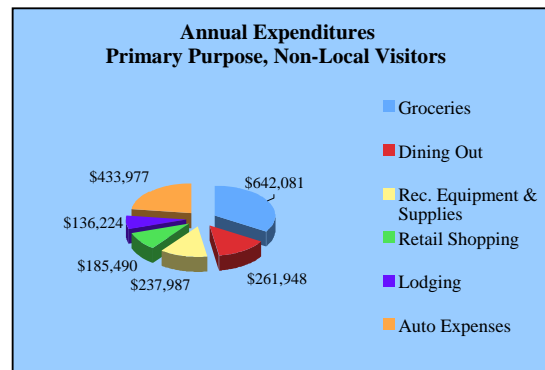


Figure 65. Morrow Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Morrow Mountain are especially important to the local economy. They bring and spend dollars from outside Stanly County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Morrow Mountain State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$2,337,747. Most of this impact occurred in the form of spending for groceries, auto expenses, and dining out (Figure 66).

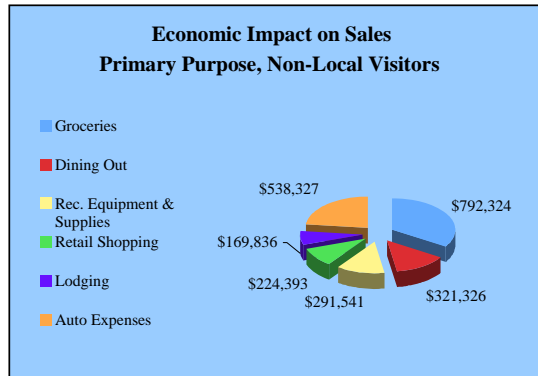


Figure 66. Morrow Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$958,407 (Figure 67). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

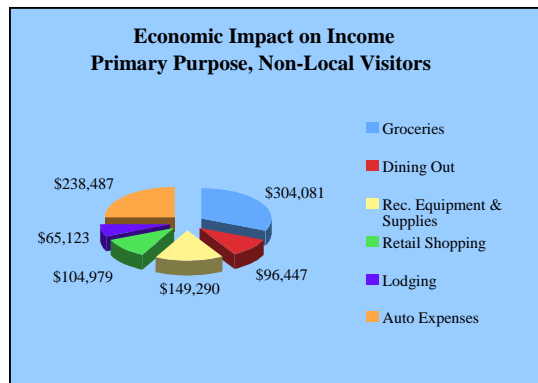


Figure 67. Morrow Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local

visitors totaled an estimated 54.8 full-time equivalent jobs in Stanly County (Figure 68).

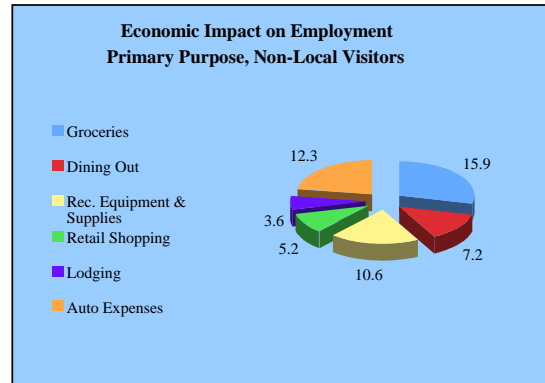


Figure 68. Morrow Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$601,794. Table 15 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 15. Morrow Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$817,602	\$3,155,349
Personal Income	\$573,230	\$1,531,637
Employment	16.7	71.5

How the State's Investment Benefits Stanly County

The state's operating budget for Morrow Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Morrow Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Morrow Mountain State Park, that ratio is 1:4.0. Therefore, local residents receive a benefit of \$4.00 for every dollar the state invests.

Mount Mitchell State Park Summary

Mount Mitchell State Park is located in the West District in Yancey County.

Mount Mitchell State Park Visitors

In 2004, there were 434,374 visitors to Mount Mitchell State Park. Of those, 7% (30,165) were local visitors (visitors from Yancey County); 52% (226,236) were primary purpose, non-local visitors (visitors residing outside of Yancey County that are in the area for the primary purpose of visiting the park); and 41% (177,973) were casual use, non-local visitors (visitors residing outside of Yancey County that are in the area for other reasons than visiting the park) (Figure 69).

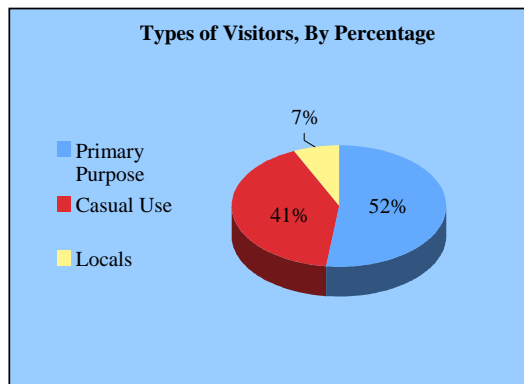


Figure 69. Mount Mitchell - Types of Visitors

Visitors typically enjoyed picnicking, hiking, and educational activities (Figure 70).

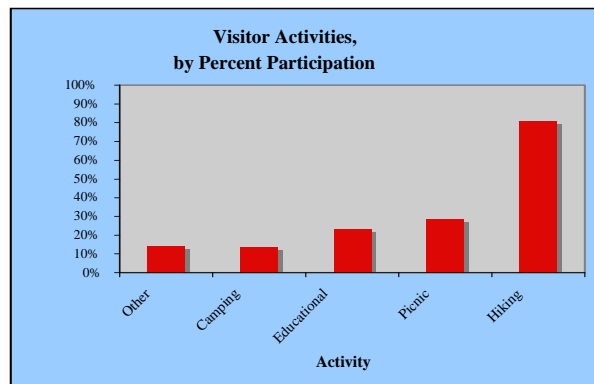


Figure 70. Mount Mitchell - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Yancey County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$8,875,126 while visiting the region. A bulk of that amount was spent on lodging, dining out, and auto expenses (Figure 71).

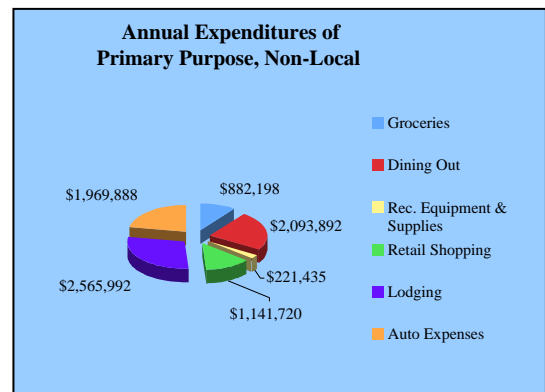


Figure 71. Mount Mitchell - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Mount Mitchell are especially important to the local economy. They bring and spend dollars from outside Yancey County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Mount Mitchell State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$10,278,106. Most of this impact occurred in the form of spending for lodging, dining out, and auto expenses (Figure 72).

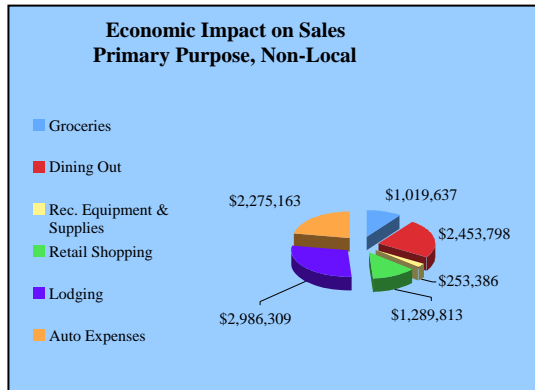


Figure 72. Mount Mitchell - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$4,023,318 (Figure 73). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

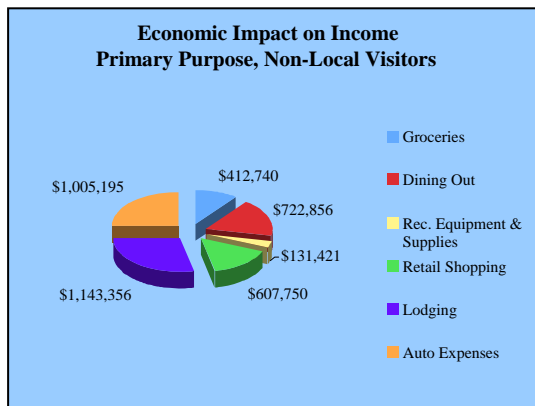


Figure 73. Mount Mitchell - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 215.3 full-time equivalent jobs in Yancey County (Figure 74).

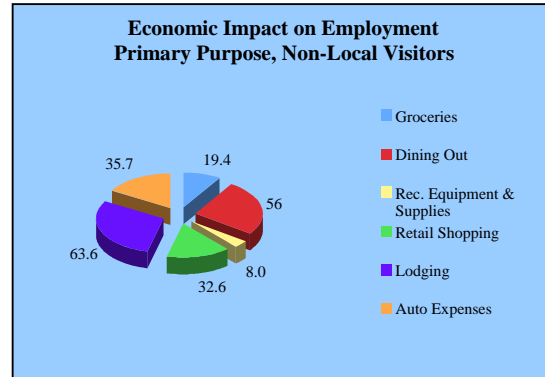


Figure 74. Mount Mitchell - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$746,951. Table 16 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 16. Mount Mitchell - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$943,853	\$11,221,959
Personal Income	\$679,314	\$4,702,632
Employment	21.5	236.8

How the State's Investment Benefits Yancey County

The state's operating budget for Mount Mitchell State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Mount Mitchell for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Mount Mitchell State Park, that ratio is 1:10.2. Therefore, local residents receive a benefit of \$10.20 for every dollar the state invests.

Pilot Mountain State Park Summary

Pilot Mountain State Park is located in the North District in Surry County.

Pilot Mountain State Park Visitors

In 2004, there were 383,752 visitors to Pilot Mountain State Park. Of those, 20% (76,750) were local visitors (visitors from Surry County); 59% (227,605) were primary purpose, non-local visitors (visitors residing outside of Surry County that are in the area for the primary purpose of visiting the park); and 21% (79,397) were casual use, non-local visitors (visitors residing outside of Surry County that are in the area for reasons other than visiting the park) (Figure 75).

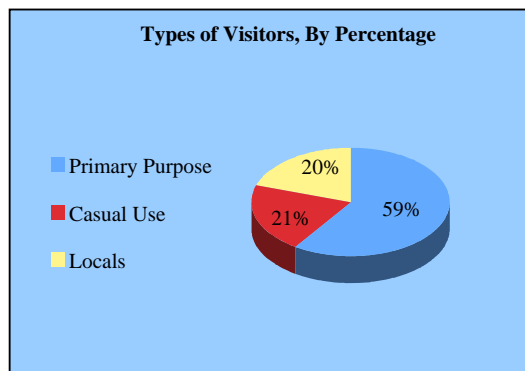


Figure 75. Pilot Mountain - Types of Visitors

Visitors typically enjoyed hiking, picnicking, and camping (Figure 76).

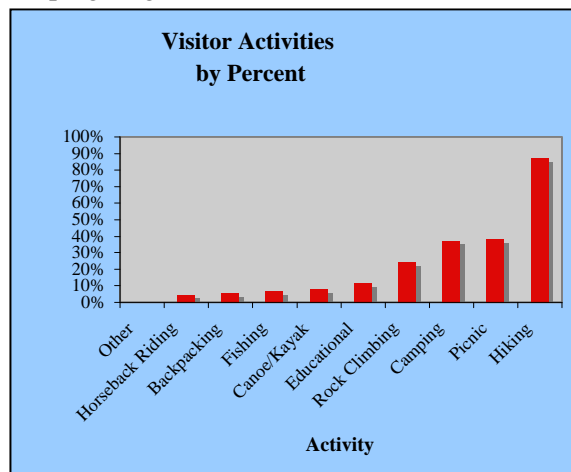


Figure 76. Pilot Mountain - Visitor Activities

Visitor Expenditures

Although local visitors to Pilot Mountain State Park generate a considerable amount of economic activity, those individuals who reside outside of Surry County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$2,103,968 while visiting the region. The bulk of that amount was spent on auto expenses, groceries, and dining out (Figure 77).

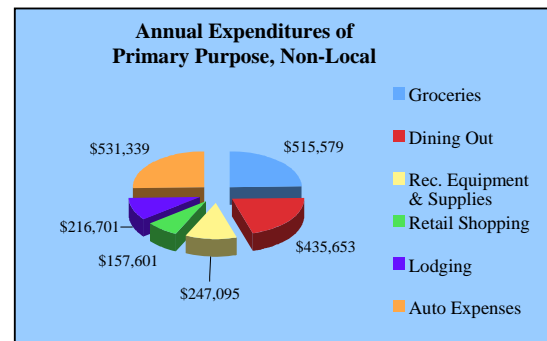


Figure 77. Pilot Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Pilot Mountain are especially important to the local economy. They bring and spend dollars from outside Surry County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Pilot Mountain State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$2,654,722. Most of this impact occurred in the form of spending for auto expenses, groceries, and dining out. (Figure 78).

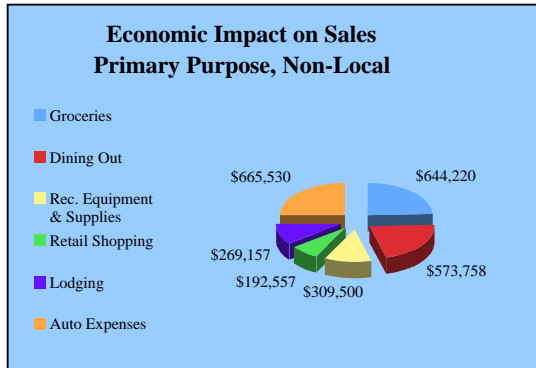


Figure 78. Pilot Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,062,470 (Figure 79). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

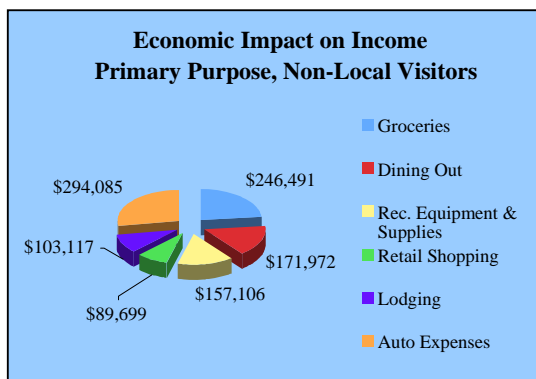


Figure 79. Pilot Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 60 full-time equivalent jobs in Surry County (Figure 80).

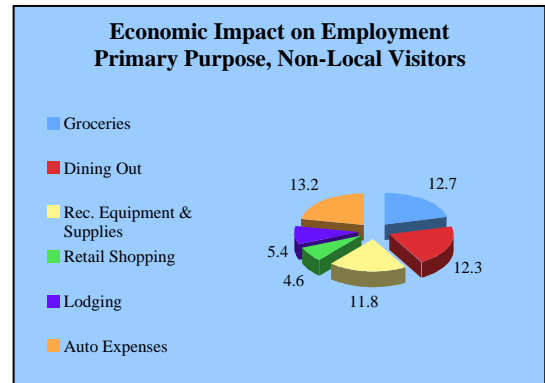


Figure 80. Pilot Mountain - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$466,014. Table 17 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 17. Pilot Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$647,494	\$3,302,216
Personal Income	\$448,018	\$1,510,488
Employment	13.1	73.1

How the State's Investment Benefits Surry County

The state's operating budget for Pilot Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Pilot Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Pilot Mountain State Park, that ratio is 1:3.6. Therefore, local residents receive a benefit of \$3.60 for every dollar the state invests.

Stone Mountain State Park Summary

Stone Mountain State Park is located in the West District in Wilkes County.

Stone Mountain State Park Visitors

In 2004, there were 425,988 visitors to Stone Mountain State Park. Of those, 15% (65,835) were local visitors (visitors from Wilkes County); 65% (278,829) were primary purpose, non-local visitors (visitors residing outside of Wilkes County that are in the area for the primary purpose of visiting the park); and 19% (81,325) were casual use, non-local visitors (visitors residing outside of Wilkes County that are in the area for other reasons than visiting the park) (Figure 81).

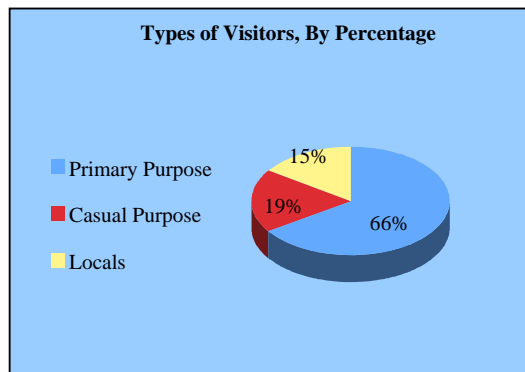


Figure 81. Stone Mountain - Types of Visitors

Visitors typically enjoyed hiking, picnicking, and camping (Figure 82).

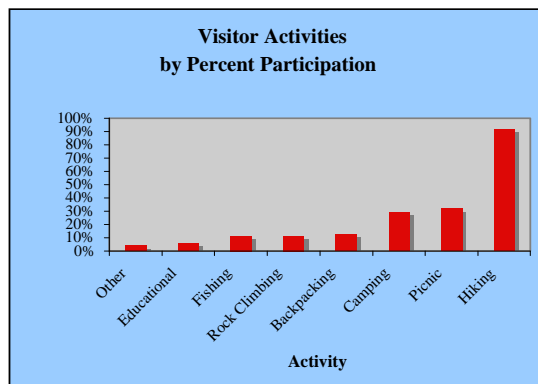


Figure 82. Stone Mountain - Visitor Activities

Visitor Expenditures

Those individuals who reside outside of Wilkes County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$3,071,178 while visiting the region. The bulk of that amount was spent on auto expenses, dining out, groceries, and lodging (Figure 83).

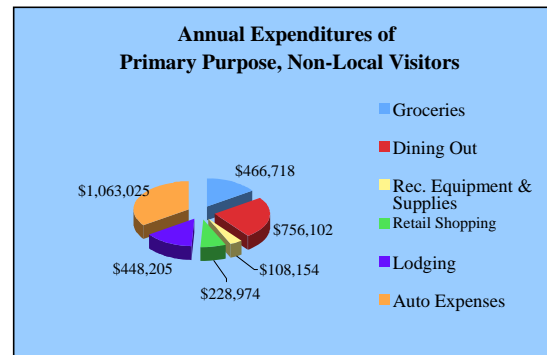


Figure 83. Stone Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Stone Mountain are especially important to the local economy. They bring and spend dollars from outside Wilkes County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Stone Mountain State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$3,829,232. Most of this impact occurred in the form of spending for dining out and auto expenses (Figure 84).

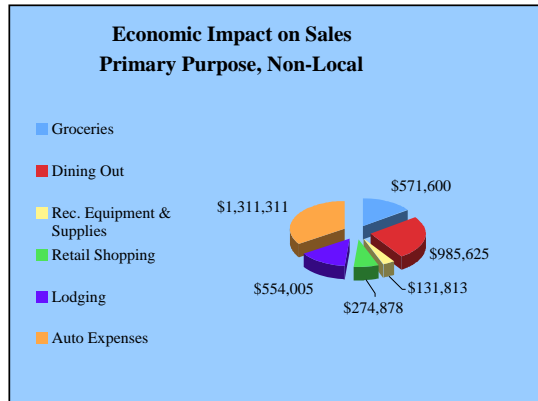


Figure 84. Stone Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,514,536 (Figure 85). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

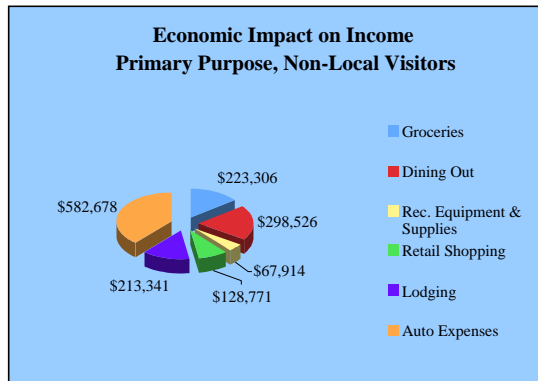


Figure 85. Stone Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 79.4 full-time equivalent jobs in Wilkes County (Figure 86).

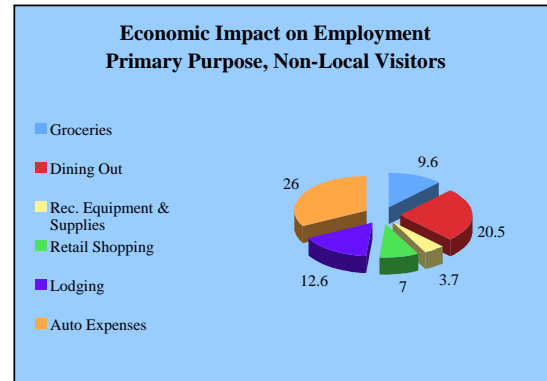


Figure 86. Stone Mountain - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$539,242. Table 18 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 18. Stone Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$725,291	\$4,554,523
Personal Income	\$508,289	\$2,022,825
Employment	14.8	94.2

How the State's Investment Benefits Wilkes County

The state's operating budget for Stone Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Stone Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Stone Mountain State Park, that ratio is 1:4.5. Therefore, local residents receive a benefit of \$4.50 for every dollar the state invests.

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APPENDIX A

SURVEY SAMPLE

Dear Survey Respondent –

Welcome to *Name of Park*! We hope you are enjoying your visit to one of North Carolina's many wonderful state parks.

Please take a few moments of your time to complete the following survey. It will help us determine the economic benefits visits to state parks provide for North Carolina communities. Any information you provide is strictly confidential, and the only personal information we will collect is your zip code.

If you have any questions regarding the survey, please feel free to ask the person who handed you the survey. You may also contact the survey team leader, Jerusha Bloyer, via email at email or by phone at (555) 555-5555.

If you are interested in learning more about the North Carolina State Park System, please visit

<http://www.ncsparks.net>

or call (919) 733-PARK.

We hope you enjoy your visit to *Name of Park* and that you come back to see us soon.

Thank You!

1. What is the zip code at your primary home address?
2. Prior to this visit, about how many days in the past year have you visited the park?
3. How many days will you be visiting this park on your trip?
4. How many nights will you be staying in the area (either in the park, with friends/family, or in a hotel/motel) this trip?
5. How many people (including yourself) are in your group? (This is the number of people for whom you typically pay the bills, e.g. your family or close friends).
6. Was visiting the park the primary purpose for your trip to this area? Yes No
7. If “No”, have you extended your stay in the area because of the park? Yes No
- 7a. If “yes”, how much longer? Days
8. If you answered “no” to Number 6, what is your primary reason for visiting this area?

We are interested in finding out the approximate amount of money YOU AND OTHER VISITORS IN YOUR IMMEDIATE GROUP will spend, including travel to and from your home during the course of your visit. We understand that this is a difficult question, but please do your best because your responses are very important to our efforts.

WHAT IS THE APPROXIMATE AMOUNT YOUR IMMEDIATE GROUP WILL SPEND IN EACH OF THE FOLLOWING CATEGORIES:

Type of Expenditure	In Area	Outside of Area
Admission fee to the park	_____	
Camping fees at park	_____	
Groceries	_____	_____
Dining out (restaurants, etc).	_____	_____
Recreational Equipment & Supplies	_____	_____
Other retail shopping	_____	_____
Lodging expenses	_____	_____
Rental car expenses	_____	_____
Private Auto Expenses	_____	_____
Any other expenses.	_____	_____

Finally, we are interested in knowing which activities at Name of Park you participated in.
Please select all that apply.

(a list of activities and services available at the park were included for the survey respondent to select from).

APPENDIX B

Procedure Log

Procedure Log – Selecting “local” zip codes from study park counties.

1. Obtain the appropriate data:

- 1.1 Download appropriate data files: you will need two data files to compute the zip codes for study park counties: a county boundary file and a zip code file.

County boundaries: download a county boundary file. For this paper, North Carolina county boundaries were obtained from the National Atlas website (www.nationalatlas.gov). Select the ‘boundaries’ menu. The 2000 county boundaries were selected (it is a compressed file): countyp020.

Zip code boundaries: download the ‘zip poly’ file from (www.esri.com.)

Save each of these files to a directory on your hard drive.

- 1.2 Open ArcMap 9.1 and add data to a new map. Find the files downloaded in the previous step and add them to the data frame.

2. Select North Carolina Counties from the U.S. county data file.

- 2.1 From the menu, select “Selection,” and “Select by Attributes.

Layer: countyp020

Method: Create a new selection

SQL equation: “STATE” = ‘NC’

Click “Ok.”

- 2.2 Zoom to selected features

From the “Selection” menu, select “Zoom to selected features.”

- 2.3 Right click on the countyp020 layer. Select “Data” → Export Data.

Export: Selected features

Make sure “Uses the same coordinate system as ‘this layer’s data source’ is selected.

“Output shapefile or feature class: “NC_counties.shp”

Click “Ok.”

- 2.4 Select “yes” when asked if you would like to add this layer to the map.

De-select the countyp020 layer.

3. Select North Carolina zip code areas from the U.S. zip code file.

3.1 Use the same procedures as those listed in steps 2.1 through 2.4. to create a new zip code layer we'll call "nczips.shp"

4. Select zip codes in study park counties: We know the parks are in the following counties (insert table from paper).

Park Name	County(s) where park is located
Gorges	Transylvania
Mount Mitchell	Yancey
Stone Mountain	Wilkes
Eno River	Durham, Orange
Hanging Rock	Stokes
Kerr Lake	Granville, Vance, Warren
Pilot Mountain	Surry
Fort Fisher	New Hanover
Jordan Lake	Wake, Chatham, Durham, Orange
Morrow Mountain	Stanley
Weymouth Woods	Moore
Fort Macon	Carteret
Hammocks Beach	Onslow
Jockeys Ridge	Dare
Merchants Millpond	Gates

4.1 Select study park counties:
From the main menu, select "Selection" and "Select by Attributes."
Layer: "NC_counties"
Method: Create a new selection
SQL equation:

"COUNTY" = 'Transylvania County' OR "COUNTY" = 'Yancey County' OR
"COUNTY" = 'Wilkes County' OR "COUNTY" = 'Durham County' OR "COUNTY" =
'Orange County' OR "COUNTY" = 'Stokes County' OR "COUNTY" = 'Granville County'
OR "COUNTY" = 'Vance County' OR "COUNTY" = 'Warren County' OR "COUNTY" =
'Surry County' OR "COUNTY" = 'New Hanover County' OR "COUNTY" = 'Wake
County' OR "COUNTY" = 'Chatham County' OR "COUNTY" = 'Stanly County' OR
"COUNTY" = 'Moore County' OR "COUNTY" = 'Carteret County' OR "COUNTY" =
'Dare County' OR "COUNTY" = 'Gates County' OR "COUNTY" = 'Onslow County'

Before you execute the equation, select "verify" to allow ArcMap to examine the equation for any mistakes. Execute the equation.

4.2. Follow the steps 2.3-2.4 to create a new layer we'll call "studycounties.shp."

4.3 Example: Eno River State Park. We know from the table above that Eno River State Park is in Durham and Orange counties.

From the main menu, select “Selection” and “Select by Attributes.”
Layer: “studycounties”
Method: Create a new selection
SQL equation: “County” = ‘Durham’ or “County” = ‘Orange’

From the main menu, select “Selection” and “Select by Location.”
Select features from “nczips”
That intersect ‘study counties’ (select ‘use selected features’).
Click “Apply”

- 4.4 Right click on “nczips,” select “Open Attribute Table.”
Toggle the “selected” button to show just the zip codes in Durham and Orange Counties.
There should be 33 zip codes.
Select “Options” Export → export selected features.
Save as “enrizip.dbf.” and save to map as a new file.
- 4.5 Finished! Now you can open this file in Excel, Access, or any other .dbf compatible database program and use these zip codes to select out the ‘local’ surveys from the non-local.

APPENDIX C

Park Tables

Eno River State Park
Durham and Orange Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.36	Total Visitor Days FY2004	298,989
Average Visit (days)	1.07	Estimated Non-Local Visitors	51,998

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1.95	Groceries	\$101,474.88
Dining Out	\$5.71	Dining Out	\$297,131.43
Rec. Equipment & Supplies	\$2.83	Rec. Equipment & Supplies	\$147,065.05
Retail Shopping	\$0.00	Retail Shopping	\$0.00
Lodging	\$2.83	Lodging	\$147,065.05
Auto Expenses	\$2.01	Auto Expenses	\$104,416.19
Total:	\$15.33	Total:	\$797,152.60

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$137,119	Groceries	\$56,245
Dining Out	\$395,635	Dining Out	\$137,030
Rec. Equipment & Supplies	\$189,037	Rec. Equipment & Supplies	\$96,934
Retail Shopping	\$0	Retail Shopping	\$0
Lodging	\$193,367	Lodging	\$75,537
Auto Expenses	\$141,210	Auto Expenses	\$62,288
Total:	\$1,056,368	Total:	\$428,034

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	\$505,469.48
Groceries	2.3	Impact on Sales	\$680,812.00
Dining Out	7.0	Impact on Personal Income	\$479,318.00
Rec. Equipment & Supplies	5.0	Impact on Employment*	10.6
Retail Shopping	0.0	*Number of jobs created	
Lodging	2.8		
Auto Expenses	1.9		
Total:	19.0		

Summary of Eno River State Park Impact On Durham & Orange Counties Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$1,737,180.00	\$907,352.00	29.6	\$43,429

Fort Fisher State Recreation Area
New Hanover County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.55	Total Visitor Days FY2004	740,377
Average Visit (days)	1.65	Estimated Non-Local Visitors	333,170

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$7.26	Groceries	\$2,418,138.01
Dining Out	\$12.51	Dining Out	\$4,167,958.51
Rec. Equipment & Supplies	\$5.09	Rec. Equipment & Supplies	\$1,695,263.97
Retail Shopping	\$3.66	Retail Shopping	\$1,218,696.63
Lodging	\$8.07	Lodging	\$2,687,711.45
Auto Expenses	\$6.95	Auto Expenses	\$2,316,109.10
Total:	\$43.53	Total:	\$14,503,877.66

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3,371,126	Groceries	\$1,341,137
Dining Out	\$5,523,125	Dining Out	\$1,613,548
Rec. Equipment & Supplies	\$2,218,531	Rec. Equipment & Supplies	\$1,114,948
Retail Shopping	\$1,584,300	Retail Shopping	\$726,790
Lodging	\$3,640,483	Lodging	\$1,383,173
Auto Expenses	\$3,159,570	Auto Expenses	\$1,368,231
Total:	\$19,497,135	Total:	\$7,547,827

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	
Groceries	59.6		\$398,908.15
Dining Out	103	Impact on Sales	\$570,410
Rec. Equipment & Supplies	72.0	Impact on Personal Income	\$388,377
Retail Shopping	30.4	Impact on Employment*	8.6
Lodging	62.7	*Number of jobs created	
Auto Expenses	54.5		
Total:	382.2		

Summary of Fort Fisher State Park Impact on New Hanover County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$20,067,545	\$7,936,204	390.8	\$501,688

Fort Macon State Park
Carteret County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.44	Total Visitor Days FY2004	1,297,106
Average Visit (days)	1.86	Estimated Non-Local Visitors	305,496

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$5.58	Groceries	\$1,705,342.90
Dining Out	\$6.43	Dining Out	\$1,965,055.67
Rec. Equipment & Supplies	\$1.28	Rec. Equipment & Supplies	\$390,351.43
Retail Shopping	\$6.61	Retail Shopping	\$2,018,249.85
Lodging	\$13.03	Lodging	\$3,980,958.72
Auto Expenses	\$6.70	Auto Expenses	\$2,045,629.21
Total:	\$39.63	Total:	\$12,105,587.79

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2,207,804	Groceries	\$837,878
Dining Out	\$2,629,572	Dining Out	\$827,982
Rec. Equipment & Supplies	\$493,427	Rec. Equipment & Supplies	\$249,855
Retail Shopping	\$2,526,378	Retail Shopping	\$1,165,284
Lodging	\$5,192,250	Lodging	\$1,953,219
Auto Expenses	\$2,654,199	Auto Expenses	\$1,154,070
Total:	\$15,703,630	Total:	\$6,188,288

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$522,450
Groceries	40		
Dining Out	53	Impact on Sales	\$710,540
Rec. Equipment & Supplies	15.4		
Retail Shopping	52.5	Impact on Personal Income	\$488,044
Lodging	103.3		
Auto Expenses	48.1	Impact on Employment *	14.1
Total:	312.3	Number of jobs created	

Summary of Fort Macon State Park Impact
On Carteret County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$16,414,170	\$6,676,332	326.4	\$410,354

Gorges State Park
Transylvania County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.75	Total Visitor Days FY2004	134,072
Average Visit (days)	1.22	Estimated Non-Local Visitors	60,624

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.50	Groceries	\$212,319.52
Dining Out	\$14.07	Dining Out	\$852,753.04
Rec. Equipment & Supplies	\$2.87	Rec. Equipment & Supplies	\$173,747.56
Retail Shopping	\$3.87	Retail Shopping	\$234,906.71
Lodging	\$13.01	Lodging	\$788,813.94
Auto Expenses	\$4.47	Auto Expenses	\$270,698.70
Total:	\$41.79	Total:	\$2,533,239.48

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$266,656	Groceries	\$100,959
Dining Out	\$1,087,649	Dining Out	\$340,156
Rec. Equipment & Supplies	\$217,792	Rec. Equipment & Supplies	\$110,001
Retail Shopping	\$289,045	Retail Shopping	\$133,504
Lodging	\$1,004,426	Lodging	\$381,324
Auto Expenses	\$501,396	Auto Expenses	\$149,713
Total:	\$3,366,964	Total:	\$1,215,657

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	\$253,509.17
Groceries	4.8	Impact on Sales	\$351,784
Dining Out	22.3	Impact on Personal Income	\$242,800
Rec. Equipment & Supplies	6.5	Impact on Employment*	7
Retail Shopping	6.3	*Number of jobs created	
Lodging	15.5		
Auto Expenses	8.6		
Total:	64		

Summary of Gorges State Park Impact on Transylvania County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$3,718,748	\$1,458,457	71	\$92,968

Hammocks Beach State Park
Onslow County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.15	Total Visitor Days FY2004	133,953
Average Visit (days)	1.47	Estimated Non-Local Visitors	69,110

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.66	Groceries	\$183,922.10
Dining Out	\$5.78	Dining Out	\$399,389.53
Rec. Equipment & Supplies	\$1.52	Rec. Equipment & Supplies	\$104,966.58
Retail Shopping	\$1.40	Retail Shopping	\$96,480.70
Lodging	\$6.57	Lodging	\$453,809.81
Auto Expenses	\$5.05	Auto Expenses	\$348,974.00
Total:	\$22.97	Total:	\$1,587,542.72

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$226,309	Groceries	\$85,648
Dining Out	\$484,408	Dining Out	\$141,241
Rec. Equipment & Supplies	\$124,606	Rec. Equipment & Supplies	\$64,142
Retail Shopping	\$114,222	Retail Shopping	\$53,333
Lodging	\$560,051	Lodging	\$212,156
Auto Expenses	\$427,854	Auto Expenses	\$187,865
Total:	\$1,937,450	Total:	\$744,385

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs		
Groceries	4.7	Park Budget	\$588,238.80
Dining Out	11		
Rec. Equipment & Supplies	3.8	Impact on Sales	\$735,386.00
Retail Shopping	2.7		
Lodging	12.2	Impact on Personal Income	\$531,071.00
Auto Expenses	8.2		
Total:	42.6	Impact on Employment*	15.3

*Number of jobs created

Summary of Hammock's Beach State Park Impact on Onslow County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment*	Sales Tax Generated
\$2,672,836	\$1,275,456	57.9	\$66,820

Hanging Rock State Park
Stokes County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.04	Total Visitor Days FY2004	329,520
Average Visit (days)	1.55	Estimated Non-Local Visitors	99,441

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.35	Groceries	\$333,405.49
Dining Out	\$1.67	Dining Out	\$166,081.49
Rec. Equipment & Supplies	\$0.85	Rec. Equipment & Supplies	\$84,904.50
Retail Shopping	\$1.00	Retail Shopping	\$99,400.40
Lodging	\$2.71	Lodging	\$269,209.40
Auto Expenses	\$4.05	Auto Expenses	\$402,571.60
Total:	\$13.63	Total:	\$1,355,572.89

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$381,170	Groceries	\$146,349
Dining Out	\$197,107	Dining Out	\$58,582
Rec. Equipment & Supplies	\$96,135	Rec. Equipment & Supplies	\$49,582
Retail Shopping	\$111,911	Retail Shopping	\$52,517
Lodging	\$309,359	Lodging	\$117,689
Auto Expenses	\$463,097	Auto Expenses	\$204,726
Total:	\$1,558,779	Total:	\$629,445

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	7		\$616,920
Dining Out	4.3		
Rec. Equipment & Supplies	3	Impact on Sales	\$744,425
Retail Shopping	3.1		
Lodging	7.3	Impact on Personal Income	\$542,203
Auto Expenses	5.9		
Total:	30.6	Impact on Employment*	16.1
		*Number of jobs created	

Summary of Hanging Rock State Park Impact on Stokes County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$2,303,204	\$1,171,648	46.7	\$57,580

Jockey's Ridge State Park
Dare County

Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.26	Total Visitor Days FY2004	871,572
Average Visit (days)	1.88	Estimated Non-Local Visitors	214,988

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.35	Groceries	\$504,180.19
Dining Out	\$11.85	Dining Out	\$2,546,624.44
Rec. Equipment & Supplies	\$1.35	Rec. Equipment & Supplies	\$291,189.78
Retail Shopping	\$11.82	Retail Shopping	\$2,541,479.74
Lodging	\$17.43	Lodging	\$3,747,396.45
Auto Expenses	\$5.26	Auto Expenses	\$1,129,775.21
Total:	\$50.05	Total:	\$10,760,645.81

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$643,183	Groceries	\$246,812
Dining Out	\$3,309,681	Dining Out	\$1,132,162
Rec. Equipment & Supplies	\$360,042	Rec. Equipment & Supplies	\$170,853
Retail Shopping	\$3,132,713	Retail Shopping	\$1,450,538
Lodging	\$4,771,597	Lodging	\$1,814,955
Auto Expenses	\$1,443,013	Auto Expenses	\$629,742
Total:	\$13,660,229	Total:	\$5,445,062

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	10.1		\$446,309.77
Dining Out	8.6	Impact on Sales	\$595,692.00
Rec. Equipment & Supplies	33.6	Impact on Personal Income	\$415,526.00
Retail Shopping	59.6	Impact on Employment*	11.2
Lodging	86.4	*Number of jobs created	
Auto Expenses	23.2		
Total:	247.8		

Summary of Jockey's Ridge State Park Impact
on Dare County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$14,255,921.00	\$5,860,588.00	259	\$356,398

Jordan Lake State Recreation Area
Chatham, Durham, Orange and Wake Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.72	Total Visitor Days FY2004	939,362
Average Visit (days)	2.34	Estimated Non-Local Visitor	239,357

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$4.02	Groceries	\$962,817.16
Dining Out	\$0.94	Dining Out	\$225,903.70
Rec. Equipment & Supplies	\$1.92	Rec. Equipment & Supplies	\$459,597.19
Retail Shopping	\$0.75	Retail Shopping	\$178,645.69
Lodging	\$0.89	Lodging	\$212,920.73
Auto Expenses	\$3.49	Auto Expenses	\$834,911.98
Total:	\$12.01	Total:	\$2,874,796.44

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1,395,656	Groceries	\$562,097.00
Dining Out	\$334,950	Dining Out	\$111,853.00
Rec. Equipment & Supplies	\$629,260	Rec. Equipment & Supplies	\$314,582.00
Retail Shopping	\$243,553	Retail Shopping	\$111,620.00
Lodging	\$301,623	Lodging	\$115,548.00
Auto Expenses	\$1,191,499	Auto Expenses	\$516,777.00
Total:	\$4,096,541	Total:	\$1,732,477.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$2,102,096.06
Groceries	22.3	Impact on Sales	\$771,529
Dining Out	5.6	Impact on Personal Income	\$514,244
Rec. Equipment & Supplies	14.7	Impact on Employment	12.1
Retail Shopping	4.6	*Number of jobs created	
Lodging	4.3		
Auto Expenses	16.6		
Total:	68.1		

Summary of Jordan Lake State Park Impact
on Chatham, Durham, Orange & Wake Counties
Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$4,868,070.00	\$2,246,721.00	80.2	\$121,701

Kerr Lake State Recreation Area
Granville, Vance, and Warren Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.90	Total Visitor Days FY2004	1,506,020
Average Visit (days)	2.90	Estimated Non-Local Visitors	951,171

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.34	Groceries	\$2,227,749.33
Dining Out	\$1.58	Dining Out	\$1,503,059.79
Rec. Equipment & Supplies	\$0.88	Rec. Equipment & Supplies	\$837,419.03
Retail Shopping	\$1.04	Retail Shopping	\$987,725.01
Lodging	\$4.51	Lodging	\$4,294,456.54
Auto Expenses	\$3.13	Auto Expenses	\$2,973,911.16
Total:	\$13.48	Total:	\$12,824,320.85

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2,624,517	Groceries	\$1,019,909
Dining Out	\$1,771,838	Dining Out	\$537,918
Rec. Equipment & Supplies	\$989,357	Rec. Equipment & Supplies	\$515,024
Retail Shopping	\$1,155,369	Retail Shopping	\$547,195
Lodging	\$5,152,126	Lodging	\$1,992,042
Auto Expenses	\$3,546,393	Auto Expenses	\$1,585,744
Total:	\$15,239,600	Total:	\$6,197,832

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$1,815,555.50
Groceries	51.2	Impact on Sales	\$2,329,614
Dining Out	39.6	Impact on Personal Income	\$1,665,909
Rec. Equipment & Supplies	21	Impact on Employment*	47
Retail Shopping	27.7		
Lodging	128.7		
Auto Expenses	59.4		
Total:	327.6		

*Number of jobs created

Summary of Kerr Lake State Park on Granville, Vance & Warren Counties Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$17,569,214	\$7,863,741	374.6	\$439,230

Merchants Millpond State Park
Gates County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.76	Total Visitor Days FY2004	197,830
Average Visit (days)	2.44	Estimated Non-Local Visitors	147,634

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.89	Groceries	\$426,171.80
Dining Out	\$2.12	Dining Out	\$313,490.57
Rec. Equipment & Supplies	\$1.70	Rec. Equipment & Supplies	\$250,792.46
Retail Shopping	\$0.22	Retail Shopping	\$32,883.63
Lodging	\$0.00	Lodging	\$0.00
Auto Expenses	\$2.55	Auto Expenses	\$375,750.24
Total:	\$9.48	Total:	\$1,399,088.68

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$472,549	Groceries	\$170,683.00
Dining Out	\$353,538	Dining Out	\$94,868.00
Rec. Equipment & Supplies	\$0	Rec. Equipment & Supplies	\$0.00
Retail Shopping	\$35,345	Retail Shopping	\$16,495.00
Lodging	\$0	Lodging	\$0.00
Auto Expenses	\$415,333	Auto Expenses	\$184,997.00
Total:	\$1,276,765	Total:	\$467,043.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	14.7		\$392,750.57
Dining Out	8.7	Impact on Sales	\$453,105.00
Rec. Equipment & Supplies	0	Impact on Personal Income	\$339,029.00
Retail Shopping	0.9	Impact on Employment*	9.8
Lodging	0	*Number of jobs created	
Auto Expenses	13.6		
Total:	37.9		

Summary of Merchants Millpond State Park Impact
on Gates County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$1,729,870.00	\$806,072.00	47.7	\$43,246

Morrow Mountain State Park
Stanly County
Primary Purpose Visitors

Average Party Size	3.38	Total Visitor Days FY2004	259,580
Average Visit (days)	1.78	Estimated Non-Local Visitors	180,084

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.57	Groceries	\$642,081.32
Dining Out	\$1.45	Dining Out	\$261,947.64
Rec. Equipment & Supplies	\$1.32	Rec. Equipment & Supplies	\$237,987.37
Retail Shopping	\$1.03	Retail Shopping	\$185,490.16
Lodging	\$0.76	Lodging	\$136,223.54
Auto Expenses	\$2.41	Auto Expenses	\$433,976.97
Total:	\$10.54	Total:	\$1,897,707.00

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$792,324	Groceries	\$304,081
Dining Out	\$321,326	Dining Out	\$96,447
Rec. Equipment & Supplies	\$291,541	Rec. Equipment & Supplies	\$149,290
Retail Shopping	\$224,393	Retail Shopping	\$104,979
Lodging	\$169,836	Lodging	\$65,123
Auto Expenses	\$538,327	Auto Expenses	\$238,487
Total:	\$2,337,747	Total:	\$958,407

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$601,793.94
Groceries	15.9	Impact on Sales	\$817,602
Dining Out	7.2	Impact on Personal Income	\$573,230
Rec. Equipment & Supplies	10.6	Impact on Employment*	16.7
Retail Shopping	5.2	*Number of jobs created	
Lodging	3.6		
Auto Expenses	12.3		
Total:	54.8		

Summary of Morrow Mountain State Park Impact on Stanly County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$3,155,349	\$1,531,637	71.5	\$78,883

Mount Mitchell State Park
Yancey County
Primary Purpose, Non-Local Visitors

Average Party Size	2.97	Total Visitor Days FY 2004	434,374
Average Visit (days)	1.16	Estimated Non-Local Visitors	226,236

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.90	Groceries	\$882,198.17
Dining Out	\$9.26	Dining Out	\$2,093,892.04
Rec. Equipment & Supplies	\$0.98	Rec. Equipment & Supplies	\$221,435.28
Retail Shopping	\$5.05	Retail Shopping	\$1,141,720.32
Lodging	\$11.34	Lodging	\$2,565,992.06
Auto Expenses	\$8.71	Auto Expenses	\$1,969,888.28
Total:	\$39.23	Total:	\$8,875,126.15

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1,019,637	Groceries	\$412,740
Dining Out	\$2,453,798	Dining Out	\$722,856
Rec. Equipment & Supplies	\$253,386	Rec. Equipment & Supplies	\$131,421
Retail Shopping	\$1,289,813	Retail Shopping	\$607,750
Lodging	\$2,986,309	Lodging	\$1,143,356
Auto Expenses	\$2,275,163	Auto Expenses	\$1,005,195
Total:	\$10,278,106	Total:	\$4,023,318

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	19.4		\$746,950.62
Dining Out	56	Impact on Sales	\$943,853.00
Rec. Equipment & Supplies	8.0	Impact on Personal Income	\$679,314.00
Retail Shopping	32.6	Impact on Employment*	21.5
Lodging	63.6	*Number of jobs created	
Auto Expenses	35.7		
Total:	215.3		

Summary of Mount Mitchell State Park Impact
on Yancey County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$11,221,959	\$4,702,632	236.8	\$280,549

Pilot Mountain State Park
Surry County
Primary Purpose Visitors

Average Party Size	3.21	Total Visitor Days FY2004	383,752
Average Visit	1.47	Estimated Non-Local Visitors	227,605

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.27	Groceries	\$515,579.21
Dining Out	\$1.91	Dining Out	\$435,653.18
Rec. Equipment & Supplies	\$1.09	Rec. Equipment & Supplies	\$247,095.28
Retail Shopping	\$0.69	Retail Shopping	\$157,600.63
Lodging	\$0.95	Lodging	\$216,700.87
Auto Expenses	\$2.33	Auto Expenses	\$531,339.28
Total:	\$9.24	Total:	\$2,103,968.44

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$644,220	Groceries	\$246,491
Dining Out	\$573,758	Dining Out	\$171,972
Rec. Equipment & Supplies	\$309,500	Rec. Equipment & Supplies	\$157,106
Retail Shopping	\$192,557	Retail Shopping	\$89,699
Lodging	\$269,157	Lodging	\$103,117
Auto Expenses	\$665,530	Auto Expenses	\$294,085
Total:	\$2,654,722	Total:	\$1,062,470

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$466,014.20
Groceries	12.7	Impact on Sales	\$647,494
Dining Out	12.3	Impact on Personal Income	\$448,018
Rec. Equipment & Supplies	11.8	Impact on Employment*	13.1
Retail Shopping	4.6	Number of jobs created	
Lodging	5.4		
Auto Expenses	13.2		
Total:	60		

Summary of Pilot Mountain State Park Impact on
Surry County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$3,302,216	\$1,510,488	73.1	\$82,555

Stone Mountain State Park
Wilkes County
Primary Purpose Visitors

Average Party Size	2.83	Total Visitor Days FY2004	425,988
Average Visit (day)	1.40	Estimated Non-Local Visitors	278,829

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1.67	Groceries	\$466,717.85
Dining Out	\$2.71	Dining Out	\$756,102.40
Rec. Equipment & Supplies	\$0.39	Rec. Equipment & Supplies	\$108,153.82
Retail Shopping	\$0.82	Retail Shopping	\$228,974.31
Lodging	\$1.61	Lodging	\$448,205.03
Auto Expenses	\$3.81	Auto Expenses	\$1,063,025.41
Total:	\$11.01	Total:	\$3,071,178.83

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$571,600	Groceries	\$223,306.00
Dining Out	\$985,625	Dining Out	\$298,526.00
Rec. Equipment & Supplies	\$131,813	Rec. Equipment & Supplies	\$67,914.00
Retail Shopping	\$274,878	Retail Shopping	\$128,771.00
Lodging	\$554,005	Lodging	\$213,341.00
Auto Expenses	\$1,311,311	Auto Expenses	\$582,678.00
Total:	\$3,829,232	Total:	\$1,514,536.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of park Operating Budget	
Expenditure Type	Total	Park Budget	\$539,241.50
Groceries	9.6	Impact on Sales	\$725,291.00
Dining Out	20.5	Impact on Personal Income	\$508,289.00
Rec. Equipment & Supplies	3.7	Impact on Employment*	14.8
Retail Shopping	7	*Number of jobs created	
Lodging	12.6		
Auto Expenses	26		
Total:	79.4		

Summary of Stone Mountain State Park Impact
On Wilkes County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$4,554,523.00	\$2,022,825.00	94.2	\$113,863

APPENDIX D

Respondent Characteristics

Table 19 Types of Respondent Groups

Types of Respondent Groups						
Park	Total ¹ (n)	Group Size ² (Mean)	All ³	Local ⁴	Casual ⁵	Primary ⁶
Eno River	550	2.78	198	153	16	29
Fort Fisher	709	4.48	158	47	39	72
Fort Macon	1065	4.14	257	30	166	61
Gorges	319	2.82	113	9	52	52
Hammock's Beach	673	4.29	157	42	34	81
Hanging Rock	552	3.27	169	104	14	51
Jockey's Ridge	1017	4.10	248	10	203	35
Jordan Lake	493	2.67	185	118	14	53
Kerr Lake	143	3.66	39	11	4	24
Merchants Millpond	186	2.78	67	12	5	50
Morrow Mountain	519	3.22	161	41	9	111
Mount Mitchell	414	2.88	144	10	59	75
Pilot Mountain	457	3.22	142	29	27	86
Stone Mountain	305	2.78	110	17	21	72
Total:	7,402	3.44	2,148	633	663	852

*overall average

¹ Total (n) = the total number of respondents surveyed at each park. Represents mean group size by total number of surveys collected (All).

² Group size (Mean) = the average group size reported by respondents.

³ All = number of usable surveys, including local, primary purpose, non-local, and casual visitors

⁴ Local = number of total surveys that were completed by local visitors

⁵ Casual = number of surveys that were completed by casual use visitors

⁶ Primary = number of surveys that were completed by primary purpose, non-local visitors

Table 20 Characteristics of Primary Purpose, Non-Local Visitors

Park Unit	Average Group Size	Average Number of Days in Area (This Visit)	Average Number of Nights in Area (This Visit)	Average Prior Visits to Park
Eno River State Park	2.36	1.07	0.18	1.82
Fort Fisher State Recreation Area	3.55	1.65	1.32	5.69
Fort Macon State Park	3.44	1.86	1.95	3.89
Gorges State Park	2.75	1.22	0.86	1.06
Hammocks Beach State Park	3.15	1.47	0.96	5.30
Hanging Rock State Park	3.04	1.55	0.93	2.67
Jockey's Ridge State Park	3.26	1.88	1.83	2.66
Jordan Lake State Recreation Area	3.72	2.34	1.66	5.85
Kerr Lake State Recreation Area	2.90	2.90	2.52	7.48
Merchants Millpond State Park	2.76	2.44	1.44	0.92
Morrow Mountain State Park	3.38	1.78	1.09	3.38
Mount Mitchell State Park	2.97	1.16	0.85	1.42
Pilot Mountain State Park	3.21	1.47	0.74	5.55
Stone Mountain State Park	2.83	1.40	0.54	2.69

Table 21 Activity Participation by Park, of Primary Purpose, Non-Local Visitors

Park Unit	Backpacking	Camping	Hiking	Horseback Riding	Bicycling	Rock Climbing	Fishing	Boating	ORV	Canoeing/Kayaking	Swimming	Educational Activities	Picnicking	Other
Eno River State Park	11%	4%	86%	0%	0%	0%	25%	0%	0%	14%	14%	0%	21%	4%
Fort Fisher State Recreation Area	0%	0%	21%	0%	0%	0%	34%	0%	35%	7%	4%	31%	72%	7%
Fort Macon State Park	0%	0%	30%	0%	2%	0%	43%	0%	0%	0%	26%	53%	39%	2%
Gorges State Park	10%	6%	96%	0%	0%	0%	2%	0%	0%	0%	0%	2%	39%	4%
Hammocks Beach State Park	0%	31%	8%	0%	0%	0%	24%	0%	0%	15%	58%	30%	48%	24%
Hanging Rock State Park	30%	45%	73%	0%	0%	16%	22%	0%	0%	12%	45%	20%	55%	4%
Jockey's Ridge State Park	0%	0%	57%	0%	0%	0%	6%	0%	0%	3%	9%	23%	0%	40%
Jordan Lake State Recreation Area	6%	40%	21%	0%	11%	0%	42%	8%	0%	6%	45%	0%	53%	2%
Kerr Lake State Recreation Area	0%	75%	0%	0%	21%	0%	54%	29%	0%	17%	25%	8%	17%	4%
Merchants Millpond State Park	0%	64%	76%	0%	0%	0%	12%	0%	0%	92%	0%	0%	82%	0%
Morrow Mountain State Park	0%	50%	62%	4%	0%	0%	38%	6%	0%	40%	15%	17%	46%	12%
Mount Mitchell State Park	4%	14%	81%	0%	0%	0%	0%	0%	0%	0%	0%	23%	28%	14%
Pilot Mountain State Park	6%	37%	87%	5%	0%	24%	7%	0%	0%	8%	0%	12%	38%	0%
Stone Mountain State Park	13%	29%	92%	0%	0%	11%	11%	0%	0%	0%	0%	6%	32%	4%

APPENDIX E

Overall Economic Impact Associated with the 14 Units of the North Carolina State Parks System On North Carolina

Economic Impact of Primary Purpose, Non-Local Visitors to 14 Units of the State Parks System on North Carolina

Average Party Size	3.14	Estimated Non-Local Visitors	3,388,531
Average Visit to Park Area	1.73		
Per Person Per Day Expenditures for Primary Purpose, Non-Local Visitors within North Carolina		Annual Expenditures of Primary Purpose, Non-Local Visitors within North Carolina	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.77	Groceries	\$12,778,284.70
Dining Out	\$5.06	Dining Out	\$17,138,224.71
Rec. Equipment & Supplies	\$2.00	Rec. Equipment & Supplies	\$6,765,699.10
Retail Shopping	\$2.43	Retail Shopping	\$8,248,006.21
Lodging	\$5.98	Lodging	\$20,252,156.92
Auto Expenses	\$4.32	Auto Expenses	\$14,643,309.74
Total:	\$23.56	Total:	\$79,825,681.38
Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$21,814,329.00	Groceries	\$6,619,571.00
Dining Out	\$28,433,080.00	Dining Out	\$8,884,624.00
Rec. Equipment & Supplies	\$9,854,040.00	Rec. Equipment & Supplies	\$4,792,321.00
Retail Shopping	\$11,826,919.00	Retail Shopping	\$5,300,080.00
Lodging	\$30,164,355.00	Lodging	\$11,366,629.00
Auto Expenses	\$22,027,806.00	Auto Expenses	\$9,369,789.00
Total:	\$124,120,529.00	Total:	\$46,333,014.00
Economic Impact of Non-Local Visitors on Employment		Economic Impact of Non-Local Visitors On North Carolina	
Expenditure Type	Number of Jobs	Impact on Sales	\$124,120,529.00
Groceries	359.5	Impact on Personal Income	\$46,333,014.00
Dining Out	482.5	Impact on Employment	2119.8
Rec. Equipment & Supplies	238		
Retail Shopping	228.2		
Lodging	471.3		
Auto Expenses	340.3		
Total:	2119.8		

Economic Impact of 14 North Carolina State Parks Operating Budgets on North Carolina

Operating Budget Impact	
Park Budget	\$9,667,700.00
Impact on Sales	\$15,764,907.00
Impact on Personal Income	\$10,004,898.00
Impact on Employment*	256.9
*Number of jobs created	